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TRANSFER & STORAGE

Vol. XXIII, No. 8

August, 1924

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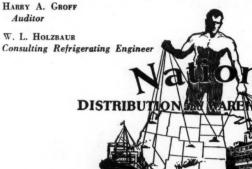
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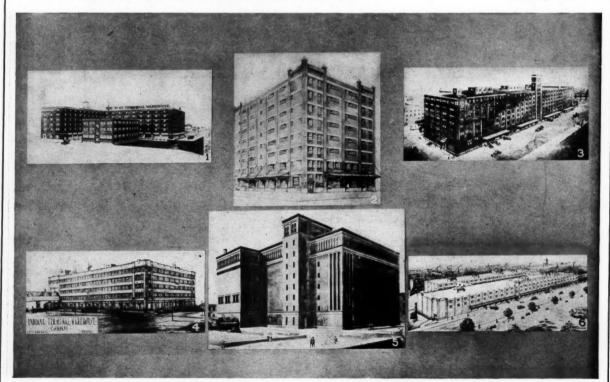


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THERE'S nothing unusual in this letter from Thomas Reilly, proprietor of the Broadway Storage Warehouse, at Broadway and 130th St., New York City. His experience is like that of every Sterling fleet owner. Read what he says,—then ask us to tell you why!

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"You will be interested to know that on one of these trucks, which covered more than 30,000 miles, we just completed an overhaul and the condition of this truck was so favorable that we are referring it to your attention. The motor bearings and other moving parts were in such splendid condition that we could not make any improvement by replacement. In fact the only parts that really needed renewal were the spring bushings and other bushings throughout the job. This condition far exceeded our expectations and from present indications it appears that overhauls will not be necessary under 45,000 to 50,000 miles.

"From time to time we have requested your assistance and in every place have met with splendid co-operation which has been very much appreciated."

Very truly yours,

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Milwaukee, Wisconsin

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PAYS The Judson Way!

PAYS the warehouseman who handles the business because the ability to ship L. C. L. in Judson Consolidated cars greatly increases his packing and hauling business. Keep Judson in mind whenever your customers wish to ship L. C. L. Communicate with our nearest office for particulars.

the shipper in many ways, for it is cheaper to ship household goods The Judson Way than to sell at a sacrifice or to ship straight L. C. L.

A nation wide system with years of experience and noted for its reliability. Automobiles and H. H. Goods for most

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The rapid, yet sound growth of Sullivan's Delivery is one of the most inspiring examples of business success in the city of Milwaukee.

Not many years ago this company started in business with but three bicycle boys. Today they operate a great fleet of motor trucks and own a large storage warehouse.

In June 1923 they purchased their first Garfords. How satisfactory these were found can be judged by the fact that since that time their choice has been Garfords exclusively.

These Garfords in the Sullivan fleet have not only met every demand placed upon them, but have done so at a minimum of repair and upkeep cost.

Although your trucking problem may be different from that of Sullivan's Delivery, in the last analysis your hauling wants are exactly the same-dependable transportation at minimum expense.

Send for a Garford man. He will give you the plain facts about Garford operation and how these trucks are serving others. Write to us at the factory and we'll send further information about Garford performance.

The Garford Motor Truck Company, Lima, Ohio

Manufacturers of Motor Trucks 1 to 71/2 Tons

You will find in Kelly Kats the qualities you want

What quality in truck tires do you consider most important?

Is it traction? Kelly Kats get traction without chains on almost any kind or condition of road surface.

Is it cushioning? Kelly Kats give 50% more cushioning than solid tires because their distinctive construction makes them exceptionally resilient.

Is it mileage? Kelly Kats consistently deliver such remarkable mileage that they are called "the tires with nine lives."

Is it economy? Kelly Kats save dollars on the annual truck tire bill because they give such long mileage that their cost per mile is extremely low.

Whatever quality you consider most important in truck tires, you will get that quality in Kelly Kats—and in addition you will get ALL the other qualities a truck tire ought to have.

There are no Caterpillar tires but Kelly Kats

KELLY-SPRINGFIELD TIRE CO. 250 West 57th Street New York, N. Y.

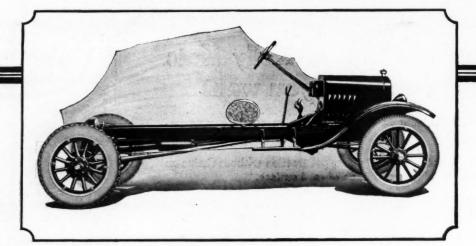








The Jackson Storage and Van Company were the first in Chicago to use Kelly truck tires. They bought their first set in 1908 and have used Kelly tires continuously since that time. They have been using Kelly Kats ever since they were first placed on the market.



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The Ford One-Ton Truck chassis on which you can mount the body type best adapted to your business will enable you to put into service the most efficient and most economical means of haulage available.

Powered by the famous Ford Model T Motor, the Ford Truck is a speedy, dependable servant, easily handled in traffic, around loading docks and warehouses. It is ruggedly and reliably built of the very finest materials. It is built to stand up under every type of load on all roads.

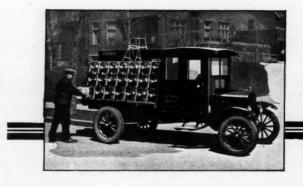
But more than this, Ford service is available to Ford users in every neighborhood of the nation. This means that when you have occasion to use Ford service your truck will receive the prompt attention of men skilled in their work—that you will receive the maximum service from your truck at the lowest possible cost.

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Ford One-Ton Truck Chassis-\$370 f. o. b. Detroit



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TRANSFER & STORAGE

PUBLISHED MONTHLY

Volume 23

NEW YORK, AUGUST, 1924

No. 8

New Forms and Policies Are Standardized by N.F.W.A.

Charlevoix Convention Approves Cost Accounting System, Warehouse Receipt, Storage Order, Transmittal Form and Highway Transport Bill—Estimating, Publicity, Advertising, Insurance, and Excess Valuation Also Feature Discussions—E. B. Gould Is Elected President.

By KENT B. STILES

PURTHER clarification and adoption of policies and practices and forms featured the fifth annual meeting of the National Furniture Warehousemen's Association, held at The Inn, Charlevoix, Mich., July 6-10. When the convention was opened a goal set six months ago had been reached—the membership had passed the 700 mark. The report by the secretary showed that 706 household goods storage companies had become affiliated with the organization and that twenty-five more applications were pending.

Here are some of the high lights of the successful meeting at Charlevoix:

1. The association adopted a complete cost and accounting system, with ten standard forms.

2. A uniform warehouse receipt, with a conjunctive storage order and application form, was adopted. These documents will be placed before the Department of Commerce, along with various other household goods forms, as part of the simplification results of the American Warehousemen's Association, which has been working in cooperation with Secretary Hoover. At Charlevoix a representative of the simplification committee of the A. W. A. said the N. F. W. A. warehouse receipt and storage order forms would be satisfactory to the A. W. A.

3. A "form of transmittal" was adopted. By using this document the warehouseman receiving a shipment from a fellow member is clearly advised, at a glance, of all the angles of the transaction which have to do with his obligations to the shipping warehouseman.

4. A model highway transport regulatory bill was indorsed in principle. This measure, including features which protect household goods warehousemen classed as irregular haulers, will be taken in hand by a committee which will undertake to have it enacted uniformly by the various State Legislatures.

5. The convention voted that it should be the policy of N. F. W. A. members to submit propositions for packing on the contract basis definitely, or on a time and material basis at the option of the customer without approximate estimate.

6. Approval was given of the publishing of the first issue of a twice-a-year magazine, called Lares and Penates, for distribution by the members to the public in order that the story of the industry's service and ethics may be interestingly told to customers and prospects. It was indicated that the first edition of this magazine would exceed 100,000 copies.

7. A cooperative advertising service was placed at the disposal of the members, largely those in the smaller cities. This plan will enable members to obtain advertising "copy" and art work economically.

8. Seven forms of insurance were placed before the members for their consideration. These include policies relating to transit, legal liability covering van contents, and legal liability against fire and burglary in

9. Regarding excess valuation storage, a special committee recommended that the rate be placed at one-tenth of 1 per cent on any amount declared in excess of the \$50 valuation allowed by storage contracts; this is equivalent to 10 cents per hundred. Warehousemen at present charging a 25-cent rate opposed the plan and the recommendation was not adopted.

10. The association voted to cooperate with the American Railway Association and the American Railway Express Co. in conducting a second campaign for better

packing of household goods. The campaign will be carried on throughout this coming September.

Reports regarding conditions showed the household goods industry to be running behind last year in business, except in some scattered instances where plants were overcrowded, but there were no reasons advanced to indicate that the industry need be discouraged as to the immediate future. Price cutting and unfair practices were reported as prevailing in some parts of the country.

Mindful of the sorrow at the White House, the association sent a telegram to President Coolidge, expressing sympathy because of the death of Calvin Coolidge, Jr.

E. B. Gould, San Diego, was elected president for the ensuing year. He succeeds Floyd L. Bateman, Chicago, who retires at the end of his second consecutive oneyear term.

A more detailed account of what took place at Charlevoix follows:

President's Report

THE opening of the convention, marked by the singing of "The Star Spangled Banner," was followed by the introduction of various regional and State asso-

ciation presidents:

Joseph W. Glenn, acting head of the American Warehousemen's Association; Thomas J. Skellet, president of the Central Warehousemen's Club: W. G. Dickinson, president of the Pacific Coast F. W. A.; E. M. Bond, president of the Southern W. A.; Lewis H. Tanner, president of the Michigan F. W. A.; J. P. Woodworth, president of the Indiana F. W. A.; Joseph H. Meyer, president of the Illinois F. W. A.; William R. Wood, president of the New York F. W. A.; Willard Eldredge, president of the New Jersey F. W. A.; W. Lee Cotter, president of the Ohio F. W. A.; W. H Protzmann, president of the Pennsylvania F. W. A.; A. W. Hillier, president of the Central Illinois body; and John A. Groves, vice-president of the Missouri F. W. A.

President Bateman in his report quoted from the talk on associational activities which Secretary of Commerce Hoover made at the national Chamber of Commerce convention in Cleveland in May, and, reading the Chamber's "Principles of Business Conduct," he pointed out how they apply likewise to the warehouse industry. Alluding to estimating, he said:

"It should be called 'underestimating.' Believing that this matter might be regarded lightly by some, I caused the representatives of fifty families in different parts of the country to be interviewed by means entirely outside of association members and without any reference in the interview to the subject in hand. Twenty of the jobs moved in consolidated cars, twenty as less than carload lots, and ten went into storage. Twenty-eight definitely claimed to have been overcharged, nine said they could not understand why there was such a marked difference in estimates, but chose the company in which they had confidence. Thirteen were pleased with the service and satisfied with the charges.

"The American family changes base on an average of once each decade. Can we afford to permit the sting of dissatisfaction to remain with so large a percentage while we forget? The solution of the question is exceedingly difficult, but it must be met and challenged at

once.

Mr. Bateman stressed the "vital importance of tying up and coordinating the work of this association with local, State and regional associations," declaring that "herein lies the assurance of continued

usefulness and justification for existence." Alluding to new buildings, he said:

"New warehouse construction in process and projected has declined to the lowest level in ten years. This augurs well for the future. There still remains

THE ELECTIONS

OFFICERS for the new were elected by the N. F. W. A. at the Charlevoix convention as

President, E. B. Gould, Pioneer Truck Co., San Diego, Cal.

First vice-president and central regional director, S. C. Blackburn, A-B-C Fireproof Warehouse Co., Kansas City.

Second vice-president and western regional director, Frank L. Palmateer, Fidelity Fireproof Storage, Los Angeles.

Third vice-president and southern regional director, William I. Ford, Inter-State Forwarding Co., Dallas.

Fourth vice-president and eastern regional director, Walter E. Sweeting, Atlas Storage Ware-house Co., Philadelphia.

Secretary (reelected), Ralph J. Wood, Lincoln Warehouse & Van Co., Chicago.

Treasurer (reelected), James F. Keenan, Haugh & Keenan Storage & Transfer Co., Pittsburgh.

Directors, three years each: F. L. Bateman, Chicago, of the Trans-Continental Freight Co.; Thomas J. Skellet, The Skellet Company, Minneapolis; William T. Bostwick, the Thomas J. Stewart Co., New York; J. M. Walker, O. K. Storage & Transfer Co., Memphis, Tenn. Director, for two years: T. L.

Morton, Model Storage Warehouses, Newark, N. J.

Referring to the long distance removals situation, Mr. Bateman made public a resolution which was adopted by the directors last March; it reads:

"The Board of Directors of the N. F. W. A. are of the opinion that it is to the best interests of the members to cooperate universally in a movement to develop and control a company or companies to engage in the business of inter-city removals, and only by members' ownership can this business best be conducted and the interests of the warehousemen and the public properly safeguarded.

The report by Ralph J. Wood, Chicago, secretary, showed a membership of 706 companies, with 25 applications pending.

Regional Reports

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m R}^{
m EPORTING}$ as regional vice-president of the western division, Mr. Gould described conditions as generally good, especially in the middle section and in the Southwest, as evidenced by additional warehouse construction. Cooperation with the Pacific Coast association was improving. The Coast body had intended to organize a northwestern division, but the status of that plan was now in doubt in view of the recent organizing of a State association by the Washington warehousemen.

William T. Bostwick, New York, reporting as eastern regional vice-president, said the industry's condition was generally fair. In Boston it was most satisfactory, many houses being 100 per cent full, with packing falling off because of road moving, with labor conditions unchanged, and with collections slow. In Rhode Island warehouses were overcrowded, with no changes in labor and with collections fair. In Connecticut, conditions were not quite as good as last year, yet were generally satisfactory. In New York and New Jersey general business was "way below previous years," with moving almost at a standstill, packing quiet, storage below last year. In upper New York State storage had fallen off. Pennsylvania and Delaware reported conditions about the same as those in New York. In Washington, D. C., business was exceedingly good. Summarizing, Mr. Bostwick said:

"The general conclusion must be drawn that the moving business is not as good as previously, that the storage business is somewhat below but not dangerously so, that there has been no change in labor conditions and that there is plenty of labor. Collections are reported generally slower than in previous years. Building construction seems comparatively light.'

some slack to be taken up. The average displacement of space in use from casual estimates approximates about 60 per Vacant space controlled by seasoned operators rarely runs amuck in the open market. It is the new space in the hands of inexperienced speculators which, through ignorance or malice, is sold below cost."

Alluding to "charges of violation of business ethics" within the ranks of some of the associations, Mr. Bostwick said:

"It is a sad commentary on the intelligence of some of our members to realize that they seem to believe that when business is poor it can be encouraged by the cutting of prices or by practising questionable methods."

Blackburn Reports

Reporting as regional vice-president of the central division, S. C. Blackburn, Kansas City, said business conditions throughout the district were behind last year's, reports ranging from "very poor" to "fair" and percentages running from 8 to 40 per cent less. He added:

"It is to be regretted that at a time like this many lose their heads and become panicky, cut prices, use unfair business methods, lose confidence in competitors, and in a few weeks or months have destroyed all of the good it has taken years to build up. The public is educated very quickly in a downward revision of prices, and the work is cheapened by the fight made for business. The public is very quick to grasp the status of the situation, and play one competitor against another until a contract is closed at a figure below the cost of labor and material."

Mr. Blackburn said the long distance moving business was on the increase over the entire division and virtually all goods within a radius of 100 to 150 miles were being moved by motor truck regardless of road conditions. "It is imperative," he declared, "that ways and means should be rapidly brought to a conclusion to keep the business within our own industry. Of course packing business has suffered as a result of the extended service in highway transport."

Alluding to the St. Louis strike situation, Mr. Blackburn said one garage had been dynamited, and he charged that union leaders seemed to have financed the St. Louis strike and to have sent "sluggers and strike leaders."

W. Fred Richardson, Richmond, Va., reporting as southern regional vice-president, brought a new theme into service which the furniture warehouseman may offer to customers. He said in part:

"We strongly emphasize the great importance of facilitating the movement of our customers from city to city, in addition to simply crating and delivering their furniture to the freight station or directing them to some reliable correspondent. Information is given to corresponding warehouses as to their social and religious environment so that they may be properly located in the cities to which they go.

"We have a practice which we have found to enlarge very materially the good will of our clientele—of notifying some influential citizen in the community in which the new arrivals are located, with the request that they be called on and introduced into social circles and offered such religious privileges as they may care to enjoy. For instance, should a Catholic come in, we notify the priest in his locality and request him to have some of his best people call on him—or the Jewish rabbi, Presbyterian, Episcopalian

New President of the N.F.W.A.



E. B. Gould of the Pioneer Truck Co., San Diego

Reelected Treasurer N.F.W.A.



James F. Keenan of Haugh & Keenan Storage & Transfer Co., Pittsburgh

Reelected Secretary N.F.W.A.



Ralph J. Wood of the Lincoln Warehouse & Van Co., Chicago

—whatever denomination may be his choice. We find this to be a great factor in spreading among outsiders the principles for which this association was formed."

The illness of three N. F. W. A. members—Walter C. Reid, New York; David Bowes, Chicago, and Marvin Sprague, Highland Park, Mich.—was formally brought to the convention's attention and by a rising vote it was decided to send telegrams expressing sympathy.

Report of Executive Secretary

The report by Henry Reimers, Chicago, executive secretary, covered the wide range of activities which engage his attention. Alluding to the labor situation, he said:

"Formerly industry gave major consideration to ways and means for improving operations, losing sight of the human element. There is now a tendency to realize the important position labor holds in the successful conduct of business. Due to the fact that warehouses have few employees as compared with many other industries, we are apt to overlook the important part labor plays in our industry. Practically every warehouse employee has direct or indirect contact with the public. Therefore, aside from the proper performance of his duties, it is essential that he be able to make favorable impression on your patrons. I have studied possible education of employees in this industry and have discussed the subject with many members and I am convinced it is a step in the right direc-

"The work of an employee should be in accord with standards set up by the industry and education will tend to increase the standards of practice and particularly is this true in the case of estimators and solicitors. The progressive Pacific Coast association has started a school of methods for employees. We shall watch the progress of this undertaking and if possible use it as a nucleus for promoting employee education in all other sections of the country."

W. Lee Cotter, Mansfield, Ohio, suggested that the name of the "labor committee" be changed to "industrial relations committee" as indicative of deeper thinking. President Bateman approved the idea.

Better Packing

THE report by David Bowes as chairman of the traffic committee was read on his behalf by Secretary Wood. In it Mr. Bowes announced that during September another campaign for better packing of household goods would be conducted on a nation-wide scale by the American Railway Association in conjunction with the N. F. W. A. and other warehousing trade associations.

The freight claim prevention committee of the A. R. A. and the American Railway Express Co., the chairman reported, had approved a circular letter which N. F. W. A. members may send out, in small leaflet form, as inclosures in correspondence and in sending out monthly bills. The circular is headed "Good Packing Pays" and gives the home-owner wholesome advice.

During the September better packing campaign this circular will be widely distributed by the railways and express companies.

Albert L. Green, Chicago, special representative of the A. R. A. freight claim prevention committee, addressed the convention on the subject "Expert Packing

Pays," saying in part:

"It is right that adequate packing, with due regard to the value of the goods, should be considered a solemn obligation by this industry. Upon your success in bringing this condition about through fair, honest competition, aided by the most perfect system of cost accounting and estimating you can devise, will depend to considerable extent the success of the railroads in transporting your goods without damage, and, indeed, the fullest measure of success and confidence of the public in your great industry."

Alluding to the September campaign,

Mr. Green said:

"There is good reason for this. The claims paid in the first quarter of this year exceeded those paid in the same period of 1923 by 16 per cent. All told, \$191,265 was the total for the first three months of 1924, compared with \$163,998 for 1923, Divided between carload and L. C. L., 46 per cent, or \$88,000, was on carload shipments and 54 per cent, or \$103,000, on L. C. L. shipments this year.

"This slight increase does not give us any grave concern, especially when it is considered that there was some increase

in the household goods traffic.

"We are, however, concerned over the repeated instances that come to our notice where railroad agents have permitted the forwarding of both small and carload shipments without being wrapped or crated.

"Neither the railroad agent nor the shipper has any lawful right to disregard tariff requirements for packing. While the classification remains in effect it is the law and should be observed and enforced without discrimination.

"During the campaign special attenwill try to stop the practice entirely, so tion will be paid to this feature and we ask your cooperation in refusing positively to handle any carload shipments unprepared for transportation. You will find railway agents generally willing to cooperate with you in enforcing the rules both as to carload and L. C. L. move-ment."

Mr. Green asked that warehousemen send him photographs, on gloss paper, which could be used for illustrating circulars and articles on better packing, for use during the September campaign, such photographs to reach him by Aug. 10.

Some Sales Philosophy

S part of the general discussion of A spart of the general and address uniform methods an address "Selling Service" was delivered by Dr. Paul W. Ivey, president of the Paul W. Ivey Institute, Chicago. Alluding to the development of mechanical appliances in storing and packing furniture Dr. Ivey pointed out that "every industry develops

"Good Packing Pays," Advice to Householders

"Please remember that transportation depends almost wholly upon how well the goods are packed. Few owners are competent to pack their goods properly, nor is the average carpenter. Packing by EXPERT PACKERS regularly engaged in crating, padding, boxing and shipping household goods is the only safeguard against damage.
"Furniture is now made along

more delicate lines and must be skillfully padded and hung in the crate just right to avoid unsightly

marring and damage.

"Scientific crating is governed by definite engineering principles. The expert knows how to construct the strongest crate with the least amount of lumber, thus saving in the cost of material and weight upon which transportation charges are paid. An experienced packer also understands just how to stow your goods in the railroad car so they will carry safely.

"The charge for this service is

usually reasonable, and often goods that have been properly protected for storage can be prepared for shipment at comparatively slight

extra expense.
"If you have occasion to ship by rail, we ask that you carefully consider this advice, because it is based upon experience gained in transporting a great many ship-ments of household effects without damage when packed by a firm that understands the business."

its mechanical end before it does its human end" and urged that proper instructions to and training of employees result in increased returns. Not enough was being done in the warehouse industry, he declared, to get the salesmen-the estimators-to sell something more than price, and he believed this to be "the big problem ahead of you for the next five years."

"Customers are not thinking of price alone," he said. "The customers in this country have money and they want service, but you've got to show them that they are getting something more for their

money.

Here are a few of Dr. Ivey's nuggets of philosophy:

"Refine your employees the same as you are refining your apparatus."

"Salesmanship is persuading the customer to see your viewpoint on the purchase of service and goods.'

"Customers think anything you want them to think. If you want them to think price, they'll think it. If you want them to visualize their furniture in good condition in their new home, talk service."

"The business of the salesman is to take the value out of the merchandise and put it in the customer's mind."

"You're selling satisfaction, and you can't sell satisfaction unless your organization is up on its toes."

"The teamster advertises your business as much as the vehicle on the street."

"Training gets results if it's persistent, just as advertising gets results if it's persistent."

"Employees must be bathed with ideas every day. A good many of our sales-men need a mental bath."

When each of our employees sees the bigness of his job, he'll grow big him-

Cost Finding

THE convention adopted unanimously ten forms submitted by the committee on cost and accounting, of which William R. Wood, New York, is chairman. These forms are:

- 1. Journal and Charge Income Record. 2. Cash Book and Cash Income Rec-
- ord. 3. Expense Voucher Register.
- 4. Distribution of Cartage Expenses Form.
- 5. Distribution of Overhead Expenses Form.
- 6. Distribution of Real Estate Expenses Form.

7. Warehouse Cost Analysis.

- 8. Fleet Cost Record of Trucks for Five-Year Period.
- 9. Six-Year Cost Record for One Truck.

10. Monthly Operating Record for One Truck.

The first six of these forms were submitted to N. F. W. A. members by mail subsequent to the Houston convention last January and, Mr. Wood said in his report, were favorably received by members and by cost accounting committees of local associations. The other four forms have been prepared since that time. The ten forms are designed to enable the furniture warehouseman to find the cost of his storage space, trucking per hour or per mile, packing material and packing labor.

In basing trucking costs, Mr. Wood explained, "the fixed and operating costs of the truck are taken separately, and to this figure is added the cost of labor. This will enable you to arrive at the cost per hour or per mile of the truck, including any number of men desired."

Mr. Wood outlined in detail the N. F. W. A. cost and accounting system, which the committee asked the members to adopt through the use of the ten forms, the outline taking into account such fundamentals as real estate rents, general overhead, general space cost, storage space cost, packing material costs, packing labor costs, trucking costs, etc. summary will be published in due time in the N. F. W. A. official publication, The Furniture Warehouseman.

Henry Reimers, executive secretary, gave information regarding costs of supplies of the forms, explaining that the work of putting the system into operation could be started at an expense of less than \$50.

E. B. Gould urged that the cost committees of regional associations pledge themselves to make use of the system and forms, and that every warehouseman should go home resolved to devote one evening to a study of the system.

S. C. Blackburn declared the system was elaborate for the largest warehouse office, but not too elaborate for the smallest one, and moved adoption of the system and forms.

President Bateman explained that the use of the system was not mandatory, but urged that every member make an immediate requisition for copies of the

Estimating

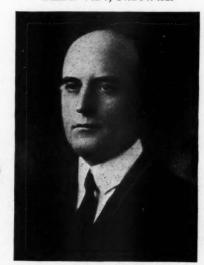
THE division of standard estimating methods-Edward A. Murdoch, Pittsburgh, vice-chairman-of the committee on uniform methods, submitted "for adoption and placing in practice where possible" the following:

"An estimator is not an estimator until he has served a composite apprenticeship of two years in cartage, warehousing and packing departments and at least thirty days in accounting department, doing the actual labor, thereby gaining a working knowledge and the practical experience which will fit the apprentice to sell the service of his employer warehouseman to the public at a profit.

"This method will also place an apprentice estimator in a position to submit to your prospective customer a positive price for the work to be done, or help him to submit an intelligent approximate price that will not run from 25 to 100 per cent under the actual bill to be rendered on completion of job.

"This process of making and educating estimators, if adopted by this meeting, will help every warehouseman to eliminate grief and worry from this branch of his business. It may sound like a long row to hoe to put a selected young man through at least two years of learning the business of estimating, but do not lose track of the benefits derived from a procedure of this kind; the young man, if the right sort, will more than appreciate the opportu-

Third V.P., N.F.W.A.



William I. Ford of the Interstate Forwarding Co., Dallas

First V.P., N.F.W.A.



S. C. Blackburn of the A. B. C. Fireproof Warehouse Co., Kansas City

nity to learn the actual inside workings of a very lucrative business.

"For the benefit of men who are now doing the estimating for their respective warehouses and do not have the practical knowledge of packing, we submit a pamphlet showing the actual time and materials needed to pack every piece of furniture that can be found in the average American home. We do not show any costs of material or labor, as these items are controlled by local conditions and markets. Therefore, our schedule will show only material and labor to be figured on your own basis of costs. If the estimators stick to the proper amount of material and labor needed on any job, the aggregate will be on a real service basis of securing business, and here is where real salesmanship enters. If your estimator is not a salesman, your two years of schooling are a lost item; pick a salesman and make an estimator out of him."

Mr. Murdoch asked that the schedule submitted be put in book form and published by the N. F. W. A. at a nominal cost or free of charge to members.

The report led to a spirited discussion of estimating.

Improper estimating or charging more than promised to the customer was one of the greatest evils in the industry today, C. J. Neal, Cleveland, said, and "if we do not cure this evil ourselves, the political parties will regulate us."

Sooner or later, Mr. Neal declared, warehousemen would have to come to some position where the public would where it stood; warehousemen could not go on doubling or trebling the prices. Was the industry yet prepared to face the American public, he asked, adding: "If we quote an approximate price, we must take within 10 per cent whether we win or lose," and "we must clean up our industry from the inside or others will step in and clean up for us."

T. Y. Leonard, Detroit, believed Mr. Neal had offered a solution of underestimating. Secretary Wood said under-estimating was "the greatest evil" and that he believed that in the majority of

cases it was being purposely done. Mr. Leonard added that warehousemen who under-estimated cast a reflection on the N. F. W. A. S. C. Blackburn expressed opinion that no warehouseman was justified in charging more than 10 per cent more than the estimate and declared the customer should be given credit when the job cost less than the estimate, and he believed the local associations should give the situation attention.

J. W. Glenn said the name of the N. F. W. A. meant, to the public, honest workmanship and square dealing and that the members should make it a rule not to exceed the estimate by more than 10 per cent unless additional articles should be

offered.

E. B. Gould urged that the estimating report suggested by the Murdoch subcommittee be put into practice by the local associations, and he believed that within a year or so thereafter Mr. Neal's 10 per cent limit would logically become effective by itself.

On motion by E. M. Bond it was voted that the Murdoch report and schedule be printed in booklet form for the information of warehousemen and their estima-

After further discussion of the estimating situation and of suggestions which resulted, President Bateman summarized the points of controversy. These involved one motion, one amendment to the motion, and two substitute motions, all before the convention at one time. The latter three were finally voted down and the original motion was adopted. This original motion, offered by William I. Ford, Dallas, was to the effect that it be the policy of N. F. W. A. members to submit propositions for packing on the contract basis definitely, or on a time and material basis at the option of the customer without approximate estimate.

Warehouse Receipt

T WO forms were submitted—a ware-house receipt, and a storage order and application for use in conjunction with the receipt-by the division of uniform warehouse receipts-C. J. Hamilton, Baltimore, vice-chairman-of the uniform methods committee.

Fourth V.P., N.F.W.A.



Walter E. Sweeting of the Atlas Storage Warehouse Co., Philadelphia

Three Members of the Board of Directors N. F. W. A.



Thomas J. Skellet of the Skellet Co., Minneapolis



F. L. Bateman, of the Transcontinental Freight Co., Chicago



William T. Bostwick, of the Thomas J. Stewart Co., New York

After lengthy discussion involving some changes in the phraseology of the text, both forms were adopted. The forms will be revised in accordance with the changes agreed upon and will be submitted as parts of the simplified forms and practices which the American Warehousemen's Association will place before Herbert Hoover, Secretary of Commerce, at the national conference of shippers which Mr. Hoover will call in September.

While these two forms are, of course, for use by household goods warehousemen only, it may be again explained here that when the A. W. A. simplification committee goes before Mr. Hoover with a set of simplified forms and practices for use in the merchandise branch of the business, that committee's report will present also forms for use in the household goods branch. Thus the warehouse receipt, and the conjunctive storage order and application, adopted at Charlevoix, will represent the ideas of the N. F. W. A. and will have the backing, also, of the household goods members of the simplification committee of the American Warehousemen's Association. One of the household goods members of that committee is T. A. Jackson, Chicago, and Mr. Jackson told the Charlevoix convention that the two documents adopted by the N. F. W. A. would be satisfactory to the A. W. A. simplification committee.

The Hoover situation was touched upon in detail by Mr. Hamilton in his report submitted at Charlevoix, and he declared that "it would be a terrible calamity if we could not at this time agree on definite forms to be used and recommended" by both associations. "If we attach any value to the uniformity of practice and method," Mr. Hamilton urged, "this is a golden opportunity for us to take definite action with the view of cooperating with this movement."

Alluding to the storage order form, Mr. Hamilton explained:

"The committee is of the opinion that it is quite necessary, for the proper protection of the warehouseman, to use, in

conjunction with the warehouse receipt, a storage order and application, and cannot lay too much stress on the fact that the latter should by all means be executed by the customer before goods are handled and stored. There are many good reasons for this, and the committee cannot remind you too strongly of the importance of using this form. In practice the order and the warehouse receipt would be construed together, hence the two forms are practically identical as to the important provisions thereof."

Lien Priority

I N his report as chairman of the legislative committee, C. A. Aspinwall, Washington, D. C., alluded to the resolution adopted at the Houston convention in January referring to the association's directors the question whether an attempt should be made to amend the uniform warehouse receipts Act, providing for priority of a warehouseman's lien over that of a mortgagee. In the Aspinwall report, read by C. W. Pimper of Mr. Aspinwall's company because of the chairman's absence, it was pointed out that, following the Houston meeting, the N. F. W. A. directors sent to the members a questionnaire asking them to vote on the following proposition:

"The legislative committee recommended that no action be taken to amend the uniform warehouse receipts Act, providing for priority of warehouseman's lien over that of a mortgagee, and that the industry should continue to assume the present risks."

Mr. Aspinwall's Charlevoix report said:

"The result of this referendum was that 120 members voted in favor of the committee's recommendation and 5 against it. It is therefore apparent that the sentiment of the membership is overwhelmingly in favor of sustaining the judgment of your committee on laws and legislation, that there is more to be lost than gained by seeking to amend the uniform warehouse receipts Act, and that

the members should use their influence to oppose such an amendment by outsiders or by warehousemen or associations of warehousemen, until the matter is submitted to the directors of this association and to the Commissioners on Uniform State Laws."

Mr. A pinwall reported he had been in correspondence with the Commissioners on Uniform State Laws and that the latter would be glad to cooperate with the N. F. W. A. at any time the National desired to submit any amendment.

"Form of Transmittal"

THE association adopted a "Form of Transmittal" presented by the division of standard forms—Earl C. Iredale, Evanston, Ill., vice-chairman—of the uniform methods committee.

This document, virtually the same as the one worked out by the Illinois Furniture Warehousemen's Association, was explained by Mr. Iredale as follows:

'It has been tried and found useful as an aid to clarifying handling instructions of shipping warehousemen to receiving warehousemen. By the very character of its content, so far as completeness of detail is concerned, it may accompany shipping papers without a letter of explanation. At a glance the receiving warehouseman is clearly advised of all angles of the transaction which have to do with his obligations to the shipping warehouseman. In making a study of this form the constant aim of the committee has been to set forth so clearly the wording of the clauses which make up the instrument that there could be no reasonable excuse for errors in execution, so that its adoption would tie up and carry with such approval a true obligation of one member to the other to explicitly carry out its demands."

Mr. Iradale reported that more than 50,000 copies of the standard form of packing ticket adopted at the Houston convention had been ordered by association members.

T. A. Jackson in his report as chairman

of the committee on construction and operation said building prices today were about the same as those of last year, the cost of a complete fireproof warehouse ranging from \$3 to \$3.50 a square foot of floor surface, depending on local building laws, local labor prices, etc.

ing laws, local labor prices, etc.

"The location," Mr. Jackson said, "is becoming recognized among warehousemen as a very important portion of their building program. A few thousand dollars expended for a prominent site is money well invested, and brings large returns in the way of greatly increased business. The warehouse itself costs no more when erected on a prominent site than just an ordinary one.

"Attractive offices and exteriors have become standard constructions for modern furniture warehouses. Six stories and basement is a popular height, although local conditions probably influence the choice in many cases."

Mr. Jackson's report discussed construction in relation to material, rooms, vaults, roofs, insurance, elevators and equipment.

In the ensuing discussion S. S. David, Chicago, voiced several ideas which attracted the convention's attention. He advocated smaller and more beautiful offices in furniture storage plants; space thus saved, he declared, could be turned into offices for rental and the revenue thus earned would offset any higher cost of land. Charles S. Morris, New York, agreeing with Mr. David, said his rental yield from offices thus rented in his new warehouse structure was \$10,000 annually.

Insurance

THE insurance committee, of which Walter C. Gilbert, New York, is chairman, presented seven propositions designed to save the members a large percentage on the cost of their insurance.

Mr. Gilbert expressed opinion that the members' interests could best be served by insurance companies with large selling organizations covering the whole country and having local agents in the various communities. He added:

"The relation that exists between the real estate and insurance brokers and the warehousemen is a very valuable one in most localities and the warehouseman would not want to disturb this by placing his insurance elsewhere. To meet this condition we are trying to present propositions by insurance carriers who

can serve our members through a local agent in their own home town."

The insurance committee's report was considered of such importance that the convention voted that copies of it should be distributed to the membership shortly, instead of deferring its publication until a later issue of *The Furniture Warehouseman*. The seven propositions by the committee are briefly as follows:

 The Tierney form of transit insurance, indorsed at the Houston convention last January, has been modified so as to make one of the features less of a hardship, and the committee again recommended its use.

2. The committee presented a legal liability policy covering goods, while in van, in accidents, fire, collision, upset, collapse of bridges "and all other perils of transportation," and the theft of an entire package, but not pilferage. This is another Tierney policy.

3. A policy to cover the legal liability of the warehouseman against fire and burglary on goods in storage—another Tierney plan.

4. A public liability policy covering the warehouseman against his legal liability arising from an accident to any person or persons, other than his own employees,

"Form of Transmittal"—Adopted by the N. F. W. A.

BLANK STORAGE WAREHOUSE 560 Center Street, National City	
192	
EAR SIRS:—We have forwarded to your city under date of,, shipment household goods, as per (copy of) shipping papers attached, in connection with which your vices have been recommended. And on which the following instructions and information ligovern, viz. 1. Shipment is billed to	
otify	
care of	For Information of Corresponding Warehouses
CHARGES C. O. D. 2. Please collect for our account prior to delivery of goods, and remit to us the following charges, viz.: For Storage \$ For Packing \$ For Cartage \$ For Freight Advanced \$ For Insurance \$ Total Charges to Collect for our Account \$ \$ Total Charges to Collect for our Account safe with the content of the content	Collections should be remitted to corresponding members promptly upon acceptance of account by owner of goods. The delivering warehouse should exercise every reasonable precaution in the interest of its corresponding member, both affecting collection of charges and high standard of service affecting collection of charges and high standard of service affecting collection of charges and high standard of service and the service of corresponding member. In the control of the service of corresponding or damage, please refrain from criticism of corresponding advise cocouse, but take a record of facts and promptly advise cocouse, but take a record of facts and promptly advise corresponding member relative to action to be taken. When no exception is noted on Billof-Lading at point of origin of shipment, owner should be requested to fit claim with railroad company in case of loss or damage goods are consigned to owner or fited with delivering war goods are consigned to them. Every effort the standard of the standa
SPECIAL INFORMATION SPECIAL INFORMATION	National Furniture Warehousemen's Association
6. Please take up our warehouse receipt No. before delivery of	765 Oakwood Boulevard
goods and return to the state of the state o	CHICAGO, ILL.
Shipment is consigned to you make Suppers Order Bill-of-Lading. It will be herewith. Shipment is consigned to owner Shippers Order Bill-of-Lading. It will be necessary for you to interview owner for purpose of securing delivery. Shipment is consigned to you under Straight Bill-of-Lading enclosed herewith. Shipment is consigned to owner under Straight Bill-of-Lading. It will be necessary for you to interview owner for purpose of securing delivery. sensor for you to interview owner for purpose of securing delivery. Shipment is covered by	(Over)
Remarks: If goods show damage on arrival please notify us of condition giving us your opinion of	
apparent Causes.	
Yours Respectfully Enclosures: BLANK STORAGE WAREHOUSE	

The above form, shown in obverse and reverse, was presented by the division of standard forms of the Uniform Methods Committee. It is similar to that which has been used by the Illinois Furniture Warehousemen's Association

while in or about his building, or on the sidewalk in front of the building. This policy, on an area and frontage basis, is offered through the General Accident Assurance Co.

5. A forgery bond policy, issued by the National Surety Company of New York, assuring "100 per cent protection on all negotiable papers" and as "protection against the outside crook."

6. A bond, up to amount of \$5,000, offered by the National Surety Company of New York, which the warehouseman may himself execute in case of accident in which he might be held either as the principal or as a witness.

7. Automobile public liability and property damage coverage covering vans.

A form of transit insurance which a Los Angeles insurance firm, Cass & Johansing, has placed before the Pacific Coast Furniture Warehousemen's Association was explained in detail by representatives of the firm. On motion by L. L. Leonard, St. Louis, it was voted to be the sense of the meeting that the association was interested in the plan and that the insurance committee should investigate its merits and report to the directors with a view to having the policy considered at the winter convention.

One of the insurance topics on the program was "Would a condensed outline describing different coverages, their purpose, fire prevention, accident safeguards, etc., be of value to members?" It was brought out that the executive secretary, Mr. Reimers, is preparing such

an outline.

At this point in the convention Charles S. Morris offered a motion, which was carried by rising vote, that a message of condolence be sent by the N. F. W. A. to President Coolidge because of the death of Calvin Coolidge, Jr.

Buell G. Miller, Philadelphia, in his report as chairman of the membership committee, said the committee wanted to assure the members that the directors had carefully scrutinized all membership

applications, and—
"We feel that the concerns who have been elected are worthy of our confidence, respect and membership in this organization, and we want to take this opportunity of disabusing the belief on the part of any member that we have in any way cheapened or belittled our organization in our drive for members.'

Publicity and Advertising

THE title chosen by the publicity committee-Walter E. Sweeting, Philadelphia, chairman-for the association's twice-a-year magazine for distribution, to customers and to the public generally, to the members, is Lares and Penates. Samples of the first issue, dated "Autumn, 1924," were shown to the delegates at Charlevoix, and Mr. Sweeting stated that it was a foregone conclusion that, based on pledges already received for copies, the first edition would exceed 100,000. The significance of the title may be understood from the following, quoted from the editorial page of the first issue:

"Centuries ago, before the dawn of

written history, man believed his every act and deed, and all his properties and possessions, to be under the guidance and protection of special gods, each of whom performed some particular function.

"Among these early gods was one, Lares, the guardian of the gate or outer portal of the home, and another, Penates, the guardian of the fireside and the protector of the household possessions.

"In the course of time these two gods, Lares and Penates, became identified with everything relating to the home, and they have come down to our day as symbolical of the home furnishings-the Household Gods of our time."

To Mail Magazine to Customers

I T was the suggestion of the Sweeting committee that the members place the magazine in the hands of preferred customers by mail, hand them out over the warehouse counters, send them to prospects and in other ways dispose of copies to the end that the public might become better acquainted with the high standards of service sold by N. F. W. A. members.

The first issue contains human interest stories about storage, cartoons, humor, camera views, poems and editorials, some of the articles having been written by persons within the warehouse fraternity. The code of ethics of the association occupies the back cover. The issue contains twenty pages including the covers. Prices to the members range from \$3 for 100 copies to \$15.60 for 2500 copies.

The Sweeting committee presented for consideration a cooperative advertising service designed largely for the benefit of members in the smaller cities. Those members who join in this plan will subscribe their pro rata share of the cost, not to exceed \$16.50 a month, and will receive in return carefully prepared "copy," illustrated, for use in members' advertising in newspapers at first and later in posters, car cards, etc., "all based on the advantages of this plan which secures for each individual in his community a high type of advertising copy and advertising art work at far less cost" than if the members undertook arrangements locally. If 75 members of the association avail themselves of the opportunity the plan could be put into operation at once, Mr. Sweeting told the delegates. Fourteen men on the floor of the convention indicated their intention to make use of the service, and the Sweeting plan will be promoted further among the members by mail.

THE report of the labor committee— Daniel P. Bray, Kansas City, chairman gave a detailed history of the recent strike by furniture packers, chauffeurs and helpers in St. Louis, based on information from Julian M. Gibson, chairman of the labor committee of the St. Louis local association. The report tells of the new contract being signed on June 24 but adds that "the prospects of further strikes are just as apparent inasmuch as the union has shown itself to not stand by any agreement it makes." Regarding

the bomb outrage at the General Warehousing Co.'s garage on the night of June 22, a dynamite bomb being exploded on the roof of the garage, the report

"Fortunately only slight damage was done. A hole was torn in the roof, the side of one truck was slightly damaged and the windshield of a Ford roadster was broken. Damage was not over \$100. Many windows around the neighborhood, however, were shattered and a man in the neighborhood was cut with broken glass. This bomb was exploded in the rear of the garage on the roof of a one-story section of the building. A police officer was outside of the front of the building and a watchman was on the inside of the building."

Aside from the St. Louis trouble, the Bray report stated, "very agreeable reports come from all sections." Regarding possible wage reductions for em-

ployees, Mr. Bray said:

"Minneapolis reports there was a tendency by some firms to reduce wages in that section. They report some companies paying as low as \$22 a week, with no overtime, but we recommend that warehousemen, generally, should go slow in reduction of wages.

"Because of an acute business 'slump' the first movement should not be antagonistic toward the employees, as, of course, it is no fault of theirs and their expenses remain the same as when business was good, and, perhaps, their efforts better, as we consider no employee is thoroughly unmindful of the business conditions.

"This method would entirely disrupt an organization and get away from the theory that, in view of warehouse employees being charged with a greater responsibility, they should demand a higher wage than the average ordinary laborer and thereby make the field attractive. We, of course, consider that, if there is a continual downward trend in business and in prices, the employee could expect a reduction in accordance therewith.'

The Bray report urged more careful selection of warehouse labor and the making of this branch of the industry more attractive in the future than it has been in the past, and made various other recommendations looking toward closer contact with and protection of employees.

Highway Transport

THE association indorsed in principle a proposed State bill relating to regulation of the motor highway transport business.

This measure, presented by W. Lee Cotter, Mansfield, Ohio, as vice-chairman heading the division of laws, rules and regulations, of the committee on intercity and long distance removals, is largely the work of E. J. Shover, secretary of the Ohio Association of Commercial Haulers, and carried out ideas advanced by the National Automobile Chamber of Commerce, the Chamber of Commerce of the United States and other national organizations.

The indorsing of the bill in principle, as moved by Milo Bekins, Los Angeles, the convention voted that the measure be placed in the hands of a committee with a view to effecting its adoption in the various State Legislatures. Whether this committee will be the inter-city and long distance removals committee, or a special steering committee, will be decided by the association's incoming president.

Addressing the convention regarding the bill, Mr. Cotter outlined the essentials for safeguarding motor transport from the viewpoint of the household goods

storage industry.

"Many fear regulation," he commented. "You'll need to fear unless you aid the public utilities commissions and educate the public. Warehousing as an industry will not be able to build any large transport system unless we surround it with safeguards."

Mr. Cotter explained some of the features of the proposed bill, which is largely along the lines of the present Ohio law which apparently is operating to the satisfaction of warehousemen in that State. The weakest point in the Ohio bill, he said, was lack of protection for irregular haulers, who include the furniture storage companies, but in the pro-

posed uniform bill the irregular hauler is

protected.

The report of the rate committee-Milo Bekins, Los Angeles, chairmanwas in part a review of the committee's activities during the past four years. These include the compiling of the association's storage base rate table; table showing cost of room storage and the increase that should be made to the open space rate in order to make room storage a paying proposition; and a base rate table for long distance moving. These have been published in past issues of Distribution & Warehousing. Mr. Bekins' report indicated they are being widely used by the members, and the chairman told the convention that the figures generally would be found particularly valuable in cases where warehousemen were required to file rates with public utility bodies.

Alluding to long distance hauling rates, Mr. Bekins said the committee felt that—

"It makes little difference whether the charge is based on a per hundred weight or a cubic foot method. It is merely a matter as to which is the easier to figure and sell to the public. In case the per hundred weight basis is used, there should be a per cubic foot balance for extremely light goods; and in case the cubic measurement is used, there should be a balance in weight, making an extra charge for extremely heavy goods. By using this balance you can see that the use of either table should bring you a like revenue."

Excess Valuation

PERHAPS no clearer analysis of the excess valuation problem was ever written than that presented at Charlevoix in the form of the report of a special committee on excess valuation charges, headed by S. S. David, Chicago. This committee was created a year ago primarily to find a uniform rate which would be fair to both depositor and warehouseman. The committee sent out

a questionnaire to N. F. W. A. members. In his Charlevoix report Mr. David said:

"The questionnaire has taught us much. It has revealed certain weaknesses which should be corrected, mostly among members in smaller cities and towns. Many such members report that they have no declaration of valuation in their storage contracts and warehouse receipts. This is a dangerous omission which should be corrected in every instance. The attention of such warehousemen is called to the uniform receipt and storage contract which are recommended by this association. Both of these forms contain a declaration of value clause, which clause, for protection if for no other reason, should be written into the warehouse receipt and storage contract for every member.

The \$50 Limit

OTHERS, who have a proper declaration of value clause, state that they have no rates for high valuations and do not care to quote same. This, too, is a weakness which may be corrected. It may invalidate the entire declaration of value clause should same be contested in a court of law. Even though the warehouseman does not care to receive storage at excess rates, he must be willing at all times to quote a rate for same and to assume whatever additional liability such rate may entail.

"Although the sentiment of our members is overwhelmingly for the \$50 valuation limit at regular storage rates, we find many who hold their limitation figure at \$25. For the purpose of greater uniformity the committee recommends that these members raise their limit to \$50. This should cause no difficulty, as we find but little adherence is made to this valuation when making settlement for

claims.

"Certain members, mostly on the Pacific Coast, place their limitation figure on a weight basis, the most popular figure being \$10 per hundred pounds. Their justification for such practice is that this corresponds to the railroad method of valuation. They say this method is well understood, and they find it works very well in their section of the country. It is sometimes possible to draw a good conclusion from a false premise, and this is one of the cases. The fact is patent, however, that railroad transportation is sold by the pound, whereas storage for household goods is sold on a different basis. It is sold by the cubic foot, and if we wish to follow the railroad example, we should fix our valuations on the cubic foot. It is surely more of an incongruity to charge by the foot and value by the pound than to charge by the foot and value by the The express companies, which piece. charge by the pound, value by the piece, and so does the United States Government in its great parcel post business.

"Our members, as shown by the questionnaire, stand 15 to 1 against the weight method of valuation. The great majority does not favor it, and if methods are to become uniform in this industry, some one must change."

As to rates, the David report said:

"It would seem that a diversified rate would be the more scientific, grading the rate according to the risk assumed. Yet such a practice may be more complicated and possibly more difficult to quote and to popularize. The sentiment expressed by the answers to the questionnaire is overwhelmingly against it. Diversified rates will, no doubt, develop later as excess valuations command a greater importance in the income account. The committee, therefore, recommends that the same rate be applied to all classes of storage, with a further recommendation that a separate book account be kept of all the income obtained from this source.

"Even though we have not reached the point where we are all of one opinion that it is to our interest to encourage excess valuation storage, we should all be agreed that our rates and practices should not be such as to discourage same. The rate of 50 cents per hundred over the regular declared valuation, which is favored by many, is, in our opinion, altogether too high. If it was meant to discourage storage at excess rates, it has certainly well fulfilled its purpose. It may seem small to some, but when viewed on an annual basis, its absurdity is immediately apparent. Fifty cents per month per hundred is \$6 per year per hundred, or \$60 per thousand. This figure would pay for fire and burglary insurance and leave a considerable surplus besides, yet the warehouseman quoting this rate gives no such insurance. .

"One-half of the votes cast in the questionnaire are for the 10 cent rate. The other half are divided between the 25 cent, 50 cent and other rates. Some go so far as to suggest a rate of \$1 per hundred.

"The committee recommends, for purposes of uniformity and in order that excess valuation storage may be given a fair chance to prove or disprove its value to the warehouseman that the rate be placed at one-tenth of 1 per cent on any amount declared in excess of the \$50 valuation allowed by our storage contracts. This, for brevity, may be quoted at 10 cents per hundred, with fractions in proportion. This recommendation is made with the understanding that this rate will be a test or experiment for those who prefer the 25 or 50 cent rate.

The Excess Valuation Joker

"Let us see how the thing operates with a little better chance. Let us give it an even break. Let us see what additional income it may bring. Let us see what this bogey man of additional losses really looks like in actuality. Let us see how our customers react when they view the excess valuation joker out in the open. Let us give excess valuation charges a square deal and see whether it does not become one of the best friends the storage industry has found."

The convention declined to vote for a 10 cent valuation charge as recommended by the committee. The fight against it was led by New York City warehousemen, who recently adopted the 25 cent

charge.

Dry Bones or New Business?

What Is the Storage Industry's Future?

Discussions at Central Convention Cover Outside Competition—Rate Cutting—"Warehousemen's Greeds"—Elimination of Extra Charges to Shippers—Ways and Means of Reaching Uncultivated Fields of Revenue Here Is the Story of the Mid-West Association's Largest Meeting

By KENT B. STILES

"AREHOUSEMEN today are wrangling over dry bones—the business we already have." This was the comment of a storage executive at the summer convention of the Central Warehousemen's Club at the Hotel Blackhawk, Davenport, Iowa, on July 14, 15 and 16, and it was in a sense the basic theme of discussion.

Had an outside observer attended the Davenport meeting he must have departed with such impressions as these:

That business for warehousemen was none too good. That rate cutting was being practised by some men in the industry. That injurious competition loomed on the horizon, largely from packing interests, from railroads, and from owners of wholesale and factory buildings. That shippers were continuing their demands that extra-service charges be eliminated. That the warehouse industry must find ways and means of developing business in manufacturing fields as yet uncultivated.

A review of business conditions as voiced by delegates from various States showed many merchandise storage plants to be from 50 to 80 per cent occupied, except for scattered instances of 100 per cent. The household goods storage business was reported generally good, but with packing and cartage below normal. Opinions as to prospects varied from predictions of better conditions in the autumn to a prophecy that improvement would not materialize for another two years.

It was obvious that present-day conditions were considered disturbing in many respects. The association adopted a resolution urging the American Warehousemen's Association to inquire into the action by Armour & Co., packers, in turning over hundreds of thousands of square feet of floor space to public storage. There was discussion as to whether the time had come for warehousemen to eliminate many of the extra chargesnotably with relation to the negotiable warehouse receipt, and on postage-which they are now making against national distributors. As one delegate expressed it, "When you ask a dime for this and a dime for that, you dime your customer out of the warehouse." And the consensus of opinion, with regard to new business, was that warehousing as an industry ought to finance some national advertising in order to tap "the almost virgin soil of distribution."

The delegates considered the proposal that the Central consolidate with the American Warehousemen's Association and voted that a committee comprising the directors carry on negotiations with the national organization. The two bodies will hold a joint convention in December and the merger plan may be decided upon at that time.

The Davenport convention was the largest meeting in the Central's history, more than 150 persons registering. A detailed account of what took place follows:

Introduction

THE convention was opened by the president, Thomas J. Skellet, Minneapolis, who stressed the value of association activities and of the personal friendships which warehousing meetings create. Mr. Skellet introduced the following men, who made brief talks:

H. J. Crandall, Moline, Ill., president of the Tri-City Warehousemen's Association; the city attorneys of Rock Island, Ill., and Davenport; Mayor Sandstrom of Moline; E. B. Gould, San Diego, Cal., newly-elected president of the National Furniture Warehousemen's Association; Wilson V. Little, Chicago, president of the Illinois Association of Warehousemen; Frank Meyers, Omaha, vice-president of the Nebraska Warehousemen's Association; J. P. Feuling, St. Paul, president of the Minnesota Warehousemen's Association; Mr. Long, St. Louis, president of the Missouri Warehousemen's Association; Secretary Brady of the Iowa Warehousemen's Association; Herman Ewert, Davenport, president of

the Iowa association; R. V. Weicker, Denver, on behalf of the Colorado Warehousemen's Association, and Ben S. Hurwitz, Houston, vice-president of the Texas association.

The report by the Central's secretary, George A. Rhame, Minneapolis, showed a membership of 158 companies.

Developing Business

ROY C. GRISWOLD, Chicago, in a talk on "How to Increase Our Storage and Distribution Business," traced the development of merchandise warehousing business during the past twenty years, and declared that today "the almost virgin soil of distribution seems to be the only field in which to work." He said in part:

"That this is not a visionary theory; let us study the manner and kind of new business we have been getting. I have no figures from other warehouses so must use those of my own firm [Griswold & Walker, Inc., Chicago].

"Comparing the accounts on our books

on June 1 of this year with those of June 1, 1922, and counting only the permanent and regular monthly customers, I found the names of 73 new firms which had never used warehouse service before—at least in Chicago. Based on May billings our gross annual earnings from these 73 clients exceed \$80,000. Every one of these is a distribution account and growing in volume.

"This shows how much more profitable it is to seek business new to the industry, rather than follow the smooth, beaten paths to the doors of known storers."

"In analyzing the business of the 73 new clients I found that nearly all carry spot stocks—a very few are pool car distributors. A number of them had previously been pool car shippers but realized the economic advantages of spot stocks

"This is a point to consider. Holding and assembling deliveries for pool car shippers is a favorite pastime for the

traffic manager who seeks to make a showing in the reduction for his department regardless of what it may cost the sales department. . . . Maintaining spot stocks costs but little more than delivery by pool car. Charge the difference to the sales department, make delivered or ex-warehouse prices, and look for the saving in the unit sales cost."

Urging advertising by warehousing as an industry, Mr. Griswold declared that the words "Distribution Warehousing" were "Chinese characters to thousands of firms who ought to be our clients."

He added:

"We must first sell the industry, and every one of us contribute pro rata in the effort. We have seen the results accomplished in other lines-raisins, pineapples, yeast, sauerkraut. The idea is not new to any of you. . . .

"It must be the one big purpose for consolidated national association of merchandise warehousemen, interested as an association only in merchandise. . Give us an American, a National, a Central, a Federated, or any other name for an association of merchandise warehousemen, with business promotion

its one big idea, and the necessary funds and supervision for joint business pro-

motion will follow."

Such an association, Mr. Griswold believed, could readily provide a budget amount to a quarter of a million dollars annually for financing a joint promo-tion plan. (Mr. Griswold's paper will be touched upon more in detail in the September issue of Distribution and Warehousing.)

Discussion developed opinion that the dues of the American Warehousemen's Association should be increased so as to provide money to carry on such a plan as outlined by Mr. Griswold. "No business succeeds without telling what it is prepared to do," said W. I. Ford, Dallas.

The industry should advertise to put the public in a receptive mood to use storage, said George Hamley, Minneapolis, and thus would be cultivated a broad field for the solicitors. He added:

"Warehousemen today are wrangling over dry bones-the business we already have. We must develop new business. If the national association does not do it, we in Minnesota must go down into our pockets to develop enough business to keep us from quarreling among our-

Conditions in the Industry

REPRESENTATIVES of various States were called upon to tell of present-day business conditions in relation to warehousing, and these talks proved to be one of the features of the convention.

Speaking for Colorado, R. V. Weicker, Denver, said business was very good, with crops favorable, mines reopening, oil developing and the warehouse business on the increase. The largest sugar beet acreage in the history of that industry in Colorado had been planted.

Paul Frenzel, St. Paul, summarized what Minnesota had been up against in that essentially agricultural sectionbank failures during the past two years, tight credit, the steel business dropping off in Duluth, all these factors curtailing buying power and making manufac-turers reluctant to give credit and thus cutting down spot stocks in warehouses. Until such conditions changed, Minnesota warehousemen could not look forward to good business, he said. In the merchandise plants, Mr. Frenzel stated, the occupancy ran 50 to 60 per cent, with no better prospects unless crops brought the farmers better prices. In the household goods branch packing was good and storage was fair. In the cold storage end prospects were not good, owing in part to a relatively poorer apple crop and in part to a poor export situation. "Our strong association has carried us through the recent years of stress," he concluded. "Shippers are turning to warehousing as never before, as new accounts show.'

Speaking for Illinois, Wilson V. Little, Chicago, said the warehouse business there reflected general business conditions throughout the country. Manufacturing space was being turned into storage space, he said, and the automobile storage business was virtually a thing of the past, as special organizations were being formed to handle such business. "Business is bad and it is much more profitable to rent out space at 50 to 90 cents a square foot, according to the amount taken," he added. "But this is one of the contingencies of our business that have to be met." Mr. Little read editorials from business newspapers indicating better business conditions, and he expressed opinion that the Illinois warehouse, too, expected improvement.

L. C. Abbott, Fort Worth, said on behalf of Texas that conditions were not bullish but yet were conservatively good. Merchandise storage was steady and household goods storage had been active

for two years.

Speaking for Nebraska, W. W. Koller Omaha, said that reports indicated that outside of Omaha business in all departments of warehousing was fair. In Lincoln furniture storage was 20 per cent below that of last year, with only 50 per cent occupancy in merchandise houses; keen competition in packing and long distance hauling had compelled some of the larger companies "to join in the rate cutting, making the business unprofitable for all." In Norfolk business was fair in the merchandise department, with moving and household storage about the same as last year. In Beatrice business was slow, with much ilde labor and wages low. Merchandise was moving slowly in Grand Island and collections were slow. In Omaha the mer-

They Attended the Convention of the C. W. C. at Davenport



The Davenport convention was the largest meeting in the history of the Central Warehousmen's Club. More than 150 persons registered

chandise houses were about 75 per cent occupied, but automobile storage revenue should exceed that of previous summers; factory and kindred space was being offered at lower than warehousing rates; the furniture packing, moving and household goods division was probably ahead of last year, with very little rate

cutting prevailing.

Herman Ewert, Davenport, speaking for Iowa, said that while business was undoubtedly depressed, it was not in a panicky condition and that "the spirit of hope is gaining the ascendancy. The autumn," he said, "will register a substantial improvement and we can again hope to fill up the vacant space that has been so conspicuous in most warehouses in the past two years." Mr. Ewert said that reports from seven large cities in Iowa showed that merchandise warehousing was far below normal, although one warehouseman said his plant was 100 per cent filled. The household business was more than holding its own, experiencing better conditions than it had for years. The moving and cartage business during the past six months had been the dullest in twenty years, attributed to a certain extent to truck dealers selling cars to irresponsible individuals, these truck owners slashing prices. Mr. Ewert concluded: "Business cannot be stimulated by cutting prices and thereby reducing our high standard that we have all been trying to maintain."

Bray Talks on Missouri

The Missouri picture was presented by Daniel P. Bray, speaking for Kansas City, and Mr. Long, speaking for St. Louis. Kansas City saw business generally depressed but with warehousemen hopeful of improvement after the political situation had settled; cartage business was the poorest in years; household storage was holding its own; the cold storage branch was fearful because of space being thrown into warehousing by Armour & Co.; conditions in the merchandise end were not unfavorable.

Mr. Long, alluding to the Armour situation, urged that the Central adopt a resolution to be sent to the American Warehousemen's Association protesting against the packers going into the public storage business; the situation was a national one of interest to the industry. At Mr. Long's suggestion, a committee was appointed by President Skellet to draw up such a resolution. The committee, comprising Mr. Long, Mr. Little and Frank Meyers, Omaha, brought in the following resolution, which was adopted:

"Whereas, it comes to the attention of the Central Warehousemen's Club that Armour & Co. have entered through its subsidiaries the storage field and are admittedly making rates solely on the basis of maintaining the buildings utilized and without regard for profit,

"Whereas, we are informed that their entrance into this field violates a certain 'consent decree,' and

"Whereas, competition based on these rate-making practices is seriously injuring some of our members and degrading the high standards of our industry

generally,

"Be it resolved, that the Central Warehousemen's Club direct this matter to the attention of the president and directors of the American Warehousemen's Association for a thorough investigation as to its legality and that we recommend. if these storage operations be in con-travention to the 'consent decree,' that every legal means be promptly and vigorcusly used to put an end to this destructive competition."

Merle Turner, reporting for California as to conditions, told how warehousing in that State was up against railroad competition, hundreds of thousands of square feet of space being thrown into competition. Notwithstanding this, all the Los Angeles merchandise plants were about 100 per cent filled. Strike and labor conditions were making warehousing unfavorable in San Francisco, and field warehousing was low in the valley districts because of poor crops. He declared the coming two years would not be any too bright for the industry unless the railroad competition could be checked, and said warehousemen would have to reduce rates to meet that competition.

A motion was offered that a resolution be drawn up in protest against railroad competition, but discussion indicated that such a move would be unwise and

the motion was withdrawn.

W. Lee Cotter, Mansfield, Ohio, reporting by telegram for his State, said business in the northern section was good, being better in some parts than in 1923; that in the central section business was about the same as last year, and that in the southern section it was below last year. Merchandise plants had been experiencing about 80 per cent occupancy in recent months; household storage was good, with packing and cartage below normal.

F. S. Kedney, Minneapolis, led a discussion on "Should We Reduce Our Services in Order to Effect Reduction in Rates?" and the consensus of opinion was that it should not be done.

Terms and Conditions

THE paper which created more discussion than any other convention subject was one by John P. Feuling, St. Paul, president of the Minnesota Warehousemen's Association, on "Are Present Terms and Conditions Satisfactory?'

"Terms and Conditions have been the subjects of discussion for a number of years," Mr. Feuling said. "Taken as a whole, with the revisions that have been made from time to time, they have been quite satisfactory; but taking the articles separately I do not believe they fit the conditions in the different localities, applied as now written.

With the present business conditions, when all lines are endeavoring to bring down their overhead costs, the warehousemen with others are being asked for lower rates, regardless of the fact that but slight increases were made during the war period.

Would it not therefore be more practical and satisfactory to eliminate some of the petty and annoying charges now provided in some of the Terms and Conditions to effect the downward revisions that so many shippers are demanding?

"While I believe in a charge for all service rendered as far as practical in order to avoid the possibility of an overcharge to a customer who may be storing the same class of merchandise but on account of his methods in marketing requires much less service from the warehouseman, I am of the opinion that the number of Terms and Conditions should be reduced to the minimum.

"In taking up the Terms article by article. I would first like to bring up article 17, negotiable warehouse receipts, upon which a charge is made, in Minnesota the filing with the Railroad and Warehouse Commission being 50 cents

for each receipt.

'I am not in favor of this charge as I feel that the use of negotiable receipts should be encouraged, as it is the means of inducing considerable merchandise being placed in the public warehouse, to enable customers to negotiate loans.

"I know positively of several lots in our warehouse [Central Warehouse Co., St. Paul] that were placed there for no other purpose, as the customers have ample facilities to house these goods in their own buildings but not sufficient credit to conduct their business without the security afforded by the negotiable receipt.

Transfer of Stocks

"The loss in earning by eliminating this charge would be made up in increased storage earnings.

"Article 19. Transfer of Stocks. feel that this article should be eliminated, as the earnings from this source are small and can be avoided. A charge, however, should be made for any expense when necessary to move the goods.

"Article 22. Collections. This charge should be limited to only extra ordinary collections of large amounts, for the advancing of incoming freight should be considered part of our ser-

vices.

"Article 23. Paying Express and Freight Charges. I am rather undecided as to the elimination of this charge, as it does involve considerable clerical work and responsibility in paying freight incorrectly rated, compelling us to carry such items until adjusted, and has been the cause of a great many customers paying these charges direct. Large amounts should be subject to sight draft.

"Article 9. Postage. This item should be eliminated, as I question its being charged by members and it does not look

like good business.

"Article 12. Weighing and Measuring. A charge should be made for the extra service, but the reporting of marked weights and numbers should be included as part of the service.

"Article 14. Shipping coupled with trap car service has been the subject of considerable discussion in Minnesota. Some warehouses include under this charge the delivery to freight houses free of cartage, in order to compete with the trap car service. My belief sing

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is that the charge for marking or tagging and billing is correct in view of the fact that it involves considerable extra expense over what is necessary on the same class of merchandise moving in quantities but not requiring this service.

"I have only touched on the articles that refer to additional charges, hoping that a general discussion will follow, for it would be impossible to discuss all of the items in a gathering of this kind, and I would recommend that a committee of not less than five be appointed to revise the Terms and Conditions with the purpose of condensing them as much as possible by the process of elimination."

Mr. Feuling preceded the reading of his paper by a statement that the views he was to express were his personal ones and that he had not consulted the other Minnesota warehousemen.

Discussion

In the ensuing discussion W. I. Ford said he favored the eliminations—that he did not believe the majority of warehousemen were in practice today making these charges. He said the Terms and Conditions did not "meet the conditions of the Central West,' and he urged that they be revised.

Merle Turner said warehousemen in California were going to hold a meeting with the State Railroad Commission on Sept. 10 to discuss eliminating all extra charges for receiving, delivering, unloading and assorting as provided for in the Terms and Conditions.

There were arguments pro and con as to whether a charge should be made for issuing a negotiable receipt. Roy Griswold said more care was necessary in making out the negotiable document, and that if no charge were made the shippers would be demanding sometimes from 30 to 50 receipts on a single lot—whereas there was no actual need for them and they were not being demanded today when each receipt was charged for.

W. I. Ford, siding with the delegates who favored eliminating extra charges, said: "When you ask a dime for this and a dime for that, you dime your customer out of the warehouse."

George Hamley, Minneapolis, pointed out that the standard Terms and Conditions under which warehousemen are working do not say what the warehouseman shall charge, but that the C. W. C. guide was a guide only and that the members must decide for themselves whether they wished to make the extra charges. A new company which had entered the field in Minnesota had decided not to make the extra charges, Mr. Hamley said, but the other Minnesota houses had decided to stand pat. If the Minnesotans put through the eliminations, he declared, it would not be long before storers would be demanding it of warehousemen elsewhere in the country, and thus warehousing generally would be affected. Minnesota warehousemen had no desire to eliminate the extra charges, he said, at least until they had obtained a free

expression of the desires of warehousemen in other communities.

President Skellet asked for a show of hands as to the prevailing practice of charging for a negotiable receipt. Those who charged for all negotiable receipts numbered 28; those who did not, 5; those who did not charge for the first receipt but did charge for all receipts after the first one, 7.

Another show of hands disclosed that while many applied all the rules in the Terms and Conditions, about 16 did not, some not charging for postage or for prepaying freight.

The Chicago Tariff

R IGHT in line with the consideration of the extra charges was the discussion regarding the new tariff, No. 9, which has been published by the Illinois Association of Warehousemen and which, insofar as it affects new customers in the Chicago warehouses, became effective on July 15.

Sidney A. Smith, Chicago, a member of the Illinois association's committee which prepared the tariff, explained the document in detail to the convention delegates, tracing the history of the building of the tariff from April, 1923, to date.

In the new tariff every commodity stood on an even basis with every other commodity, Mr. Smith said, and the figures were based on five months of scientific cost study at some of the leading merchandise warehouses in Chicago, these studies presenting a comprehensive picture of what it cost to handle various commodities.

Mr. Smith said an edition of 1500 copies of the tariff was being issued and that the Illinois association desired to place a copy in the possession of every reputable merchandise warehouseman in the country. The tariff cost the association between \$13,000 and \$14,000 to compile

Alluding to the Terms and Conditions, which are set down in the tariff, Mr. Smith said that more or less of the objection was because the Terms and Conditions were misunderstood. He explained how they had been rearranged for the new tariff. There are three sections. The first section contains the general Terms which apply to all accounts regardless. The second section contains those under "Minimum Billings." The third section covers "Special Services." The three together, Mr. Smith pointed out, enable the customer to see exactly what he is going to pay.

On motion by Mr. Long, the convention adopted a resolution expressing appreciation to the Illinois association for making copies of the tariff available to the club's members. Copies were placed in the hands of the delegates at the Davenport meeting in advance of Mr. Smith's talk.

At this point was shown a motion picture, "Story of the Gasoline Motor," prepared by the Continental Motors Corp. and the Bureau of Mines of the United States Department of the Interior.

Disturbing Factors

A TALK on "Disturbing Factors a Hindrance to Progress in Our Association Work," by Mr. Hamley, held the convention's close attention because of the frankness of the Minnesota warehouseman's opinions. He gave his views on two phases of "disturbing factors." One he termed "Warehousemen's Greed." The other he called "Generosity to the Storing Public." In each he was openly critical of methods and practices which he declared prevailed among some of the warehousemen today.

Mr. Hamley attacked the type of warehouseman who cuts rates 25 or 50 per cent "in order to get it all and shut out all the others" in the competition for shippers' patronage. Such warehousemen were damaging the industry, he declared, some warehousemen were stealing business from their fellows without regard to their own costs of doing business, he said; others, not content with filling their own houses, were taking hold of vacant space and filling it at low rates, when they ought to be turning such excess business over to their fellows.

Taking up the theme of warehousemen's generosity to storers, Mr. Hamley deplored giving cartage service away free in order to increase business. The practice tended to destroy profitable cartage revenue for other warehousemen, he said, adding: "Then warehousemen wonder why their overhead is too high." He concluded:

"You men of good mind, brains and judgment are guilty of undoing a lot of the good you've done, by going back home and letting competitive greed get the better of you. It is as destructive as the constructive work you have been carrying on for a number of years."

E. A. H. Baker, Denver, said there was one solution to the "greed" evil. "It can't be done on the convention floor," he declared. "It must be done at home. Build business integrity at home, and don't build it on the destruction of another man's business."

"Elimination of Wasteful Methods in Our Business" was the subject of a paper presented by M. W. Fay, Fort Wayne, Ind. Mr. Fay touched on such fundamentals as over-expansion, labor standardization of forms, operating expenses and material handling machinery, and he emphasized that "the elimination of wasteful methods depends largely upon a knowledge of reasonable costs." His paper will be published in an early issue of Distribution & Warehousing.

The Consolidation Plan

THE proposal that the Central Warehousemen's Club and the American Warehousemen's Association consolidate was discussed and it was voted that the board of directors be constituted a committee to take the matter up with the A. W. A., the subject to be brought up again at the joint convention of the two organizations at Chicago in December.

President Skellet opened the discussion by reading the text of recommendations which were adopted by a committee at a meeting in Chicago in May. This com-

mittee comprised Gardner Poole, Boston, president of the A. W. A.; Mr. Skellet, president of the C. W. C.; W. W. Morse, Minneapolis, heading the A. W. A. merchandise division; Mr. Griswold, vice-president of the C. W. C.; and D. S. Adams, Kansas City, acting as secretary. The committee met in pursuance to instructions in a resolution which both associations adopted at their joint convention at Houston last January. The recommendations adopted at the May meeting of the committee reads:

"That the Central Warehousemen's Club and the American Warehousemen's Association be consolidated into one, the American Warehousemen's Association, and that this consolidation be carried out

as follows:

"That all members of the Central Warehousemen's Club in good standing shall automatically become members of the American Warehousemen's Association.

"Following this action, and in order that the work now being done by the Central Warehousemen's Club be continued, the merchandise division of the American Warehousemen's Association shall take advantage of the authority already granted by the directors of the American Warehousemen's Association for the autonomy of the divisions and establish its own office with its own secretary, actuary, or other personnel, as desired. We suggest this office to be located in Chicago or other central distribution point.

"It is further recommended that the merchandise division be divided into two sub-divisions—namely, the Inland Distribution Division and the Port Terminal The Port Terminal Division Division. may have two sections, the Atlantic sec-

tion and the Pacific section.

"It is further recommended that the by-laws of the American Warehousemen's Association be amended to provide for the autonomy of the divisions, including the election by each division of its own officers and the fixing of dues in accordance with the determination of the division.

"It is further suggested that definite action on the foregoing recommendations be taken by the Central Warehousemen's Club at its July meeting and, if ratified, an organization committee be appointed to meet with a similar committee appointed by the board of directors of the American Warehousemen's Association to make all necessary arrangements and revision of by-laws for presentation at the next joint annual meeting."

Mr. Skellet said that a questionnaire as to whether C. W. C. members favored consolidation had been sent out and that 71 out of 76 who replied voted affirmatively, and all who replied answered "Yes" as to whether they would take membership in the consolidated body should the merger go through. Thirtysix C. W. C. members voted for elimination of the household goods division of the A. W. A. and 32 favored its continuation.

Lengthy discussion developed opinion, in part sentimental, on the part of some of the old-timers of the C. W. C. that there should be no merger if that meant the end of such gatherings, strictly mid-Western, as the Central members had been holding for the past fifteen years. In other words, there was an apparent reluctance on the part of the Central pioneers to become part of a larger body if such merger was to be equivalent to a complete disappearance of an organization for considering the special problems of the warehousemen of the mid-West. Others believed that the proposed Inland Distribution Division of the proposed consolidated body would meet this pur-

President Skellet made clear to the convention that he was neither favoring nor opposing a merger but was merely carrying out the mandate handed to him by the Central at its January convention.

It was brought out that the directors of the A. W. A. had voted favorably on the plan to negotiate with a C. W. C. com-

Mr. Ford, Henry Halverson of Minneapolis and others reviewed the history of the movement which was in progress about a year ago, looking toward consolidation of the A. W. A., the Central and the National Furniture Warehousemen's Association into one federation-a plan which has never materialized. Mr. Ford expressed opinion that it would yet be possible to organize such a merger, with the interests of all household goods warehousemen being taken care of by the N. F. W. A., of which he is a vice-president and a regional director.

"Those who object are the obstructionists," Mr. Ford said. "They ought to be thrown out into the cold and let the others get together into one national or-

ganization."

Mr. Ford urged that the Central defer taking action until it could be learned whether the A. W. A. was definitely prepared to accept an arrangement which would provide for an inland distribution division which would not require the Central to lose its identity.
"Many members of the C. W. C. are

not members of the A. W. A.," he pointed A. W. A. when they haven't chosen to join?"

When the vote was taken favoring negotiations with the A. W. A. it was by no means unanimous, but there was an affirmative majority.

Household Goods Packing

THREE subjects of special interest to the furniture storage men were discussed under the general head of "Household Goods Packing." P. J. Mills, Des Moines, considered "Should We Furnish Estimates?" C. C. Stetson, St. Paul, read a paper on "Should We Do an Inferior Grade of Packing When Requested by a Customer?" S. S. David, Chicago, answered the question "Should Warehousemen Wrap and Pack Goods Received Into Storage Without Customer's Order?"

Discussing estimating, Mr. Mills explained the policy adopted by the N. F. W. A. at its Charlevoix convention, as elsewhere set down on these pages. He declared that the desire for business at this time was making some warehousemen "foolishly liberal in making estimates at such low prices as to be below cost," those warehousemen thus losing profits. Warehousemen should not furnish estimates, he believed, but should pack on contract basis.

Mr. Stetson in his paper on packing

standards said:

"Should we vary from our standard packing, to save a customer expense, when he so desires, or must a customer take standard, high grade packing or be refused our services?

"It seems to me the mere stating of the question answers the query, as it would plainly be a hardship upon a customer who desires our assistance in preparing for shipping his household goods, if we refuse to cheapen the packing where he clearly and definitely is willing to assume the increased risk to his goods. He may have to have his goods transferred to another city and may be so limited in funds that he cannot possibly see his way clear to pay the cost of a good high grade job of standard pack-

"Under such circumstances I would not have the least hesitancy in doing as he desired and assisting him to the fullest extent I could, on the basis which we all agree is correct—that 'the customer is the boss.' It would of course be in every case clearly stated in his signed order for the work that we are to do a light and inexpensive job of packing and that the customer understands that this will not as completely and fully protect his goods and that he accordingly agrees to assume

the added risk.

"If this attitude on the part of the warehouseman and packing firm were not correct, it might be as properly maintained that we should never do a job of packing except with the extreme of care and thoroughness, such as would require for instance the complete boxing instead of crating of every piece of damageable furniture. But that attitude we will all agree is carrying it to an extreme and is really absurd, so we settle down to the average amount of crating protection which experience and judgment indicate will be sufficient to protect the goods under ordinary and reasonable handling.

"It seems to me it would be fair to have at least three grades of packing, known perhaps as 'standard,' 'extra' and 'light,' being respectively the usual and recommended amount of protection; the extra amount of protection which might be warranted on very expensive and frail furniture; and the most inexpensive which we may be willing to do, where the customer desires to save all possible expense and yet place his goods in condition acceptable for shipment by the transportation lines.

"Probably to carry out such a plan a school or class for estimators could well be held occasionally in each city, so that a clear understanding and uniformity would be adopted by the various packing firms."

Mr. David said that the obvious answer to the query assigned to him for discussion was "Get the order." The warehouseman, he said, should have the couri-

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age to tell the customer what was the best thing for him to do.

"Too many men in the industry," Mr. David declared, "do not keep pace with the progress of warehousing. They fail to have the vision because they are too closely tied to the operating end of the business. In 90 per cent of the cases the customers are willing to have their goods wrapped and packed, and the profit thus obtained will more than pay for customers which you may lose."

Fragile articles, and all other articles which may involve the warehouseman's legal liability if damaged, certainly should be packed even without the customer's order, Mr. David maintained—but the estimators should sell the customers in advance on the idea of packing. In answer to a question from the floor Mr. David said the average wrapping cost was not more than \$25 a job if the goods were not packed for shipping.

Leading a discussion on "Laws Affecting the Storage and Distribution Industry," Mr. Ford urged every warehouseman to study the uniform warehouse receipts Act and to familiarize himself with the laws of his own State as affecting his business.

Robert J. Allison of Allison, Paulsen & Bell, a Davenport firm of tax specialists, read a paper on "The New Income Tax Law," in which he compared the Revenue Act of 1924 with the 1921 Act.

State Regulation

THE problem of State supervision over the storage industry came in for lengthy discussion following the reading of a paper, "State Supervision and Regulation of Warehouses," by Daniel P. Bray.

Mr. Bray is a Kansas City Alderman as well as being in the storage business, and he discussed his subject partly from the political viewpoint, saying in part:

"My experience has brought me into the political field. When your warehouse business is placed under a State Commission it is under the politics of your State administration; say and think what you might, there is no way of escaping that fact, I believe that with the present chaotic political condition existing we should have some hesitancy in advocating that politics supervise and regulate our business. . . .

"So long as you had a good Commission you might be bettering conditions considerably, but you must not be thoughtless enough to forget that these Commissions must change with the political situation in your State and the complexion of the party in power.

"I have endeavored to maintain neutral ground. If Commission supervision is a good thing, we should take steps to obtain it. If it is a poor thing for the industry, we should take steps to combat it. My personal opinion at the present time is to steer clear of political entanglements and State supervision and regulation of warehouses."

The situation in Texas, where the State warehousemen's association in endeavoring to have the industry placed under semi-control, was outlined by E. D. Balcom, Dallas, and Mr. Ford. President Skellet said there was not a warehouseman in Minnesota who would have the Minnesota law regulating warehousemen

changed. He urged that the warehousemen in the various States prepare for possible regulation and that they frame a law favorable to the industry.

Henry Halverson in a discussion of warehousemen's responsibilities to their customers expressed opinion there would be no prosperity for the industry for two years to come, but that at the close of that period the warehouse business would boom. He urged that meanwhile the industry get down to brass tacks in providing service for customers.

On motion by Mr. Bray the convention adopted a resolution expressing appreciation for the hospitality extended by the Tri-City Warehousemen's Association, which comprises the following companies:

Davenport: Ewert & Richter Express & Storage Co., Merchants Transfer & Storage Co., Schick's Express & Baggage Co., Robeson's Express & Baggage Co. Rock Island, Ill.; Rock Island Transfer & Storage Co., Voss Bros. Express & Storage Co. Moline, Ill.: Crandall Transfer & Warehouse Co.

On the evening of July 15 was held the banquet, with the Tri-City association as the host. It was brought out by President Skellet in his remarks that 152 persons had registered at the convention—the largest attendance in the association's history. Addresses were made by George Hamley, who was toastmaster; Mayor Sandstrom of Moline, and William M. McIntyre, a Rock Island humorist. Throughout the convention the Tri-City warehousemen provided various forms of entertainment for the delegates and the ladies.

A New Furniture Warehouse in Worcester

THE new seven-story and basement fireproof plant of the School Street Storage Warehouse Co., Inc., Worcester, Mass., has been completed and, with the older structure, gives the company a total of 82,000 square feet of floor space.

The first floor of the new building contains the office, a large steam-heated and well-ventilated piano room and the trunk room. The second, third, fourth and fifth floors are divided into rooms of varying sizes for furniture storage, each room being inclosed with reinforced concrete partitions and with Fire Underwriters labelled fireproof doors. The sixth and seventh floors are devoted to open storage and the basement to the housing of automobiles. A large electric elevator is installed, the elevator shaft and the stair cases being equipped with sprinkler system.

The building was designed by Frost & Chamberlain, architects, and was put up by J. W. Bishop & Co., both of Worcester

In December, 1913, the late George B. Farnsworth bought the School Street company's business and its equipment, located at 44-46 School Street. The business outgrew its capacity, and in October, 1923, ground was broken, on adjoining land, for the new structure. Mr. Farnsworth did not live to see the building completed, as he died suddenly of heart trouble on Dec. 15, 1923. The business is being carried on by his heirs.



How a Warehouse Firm Is

Selling Service Constructively to Potential Customers

Here Is a Success Article Based on the System Being Followed by the Central Storage Co. of Kansas City

By Ben S. Brown

OCAL solicitation of storage and distribution business seems simple enough, as a means of increasing volume. A representative out "on the street," calling on companies which might have commodities for storage and distribution—such is the system.

But how can a merchandise warehouseman increase the number of his out-of-town customers? How can he find the possible patrons from among the tens of thousands of companies in the United States, in America, in the world who wight possible use his facilities?

world, who might possibly use his facilities?

The most obvious and logical method is by advertising in mediums that reach the firms interested in distribution facilities and processes, for two reasons: first, to attract the attention of people who might desire service; second, to remind people who are already using the warehousemen's service so that they may speak to their friends desiring similar assistance. The general publicity resulting from such advertising builds prestige which causes a

fairly steady increase year by year in the number of new customers.

But there are thousands, perhaps tens of thousands, of firms which have never been made aware of what constitutes modern merchandise warehouse service. Some of these may be using the less than carload lot method of direct distribution. Some are using jobbers. A great many are undoubtedly overlooking possible markets because of lack of knowledge of warehouse distribution, effective, economical. And there are a comparatively large number of firms which are entering the manufacturing business every year, and these must develop, from the ground up, their methods of getting their products to the consumers.

Thus when one digs into the subject of possible new business one begins to see a very wide field for sales effort.

A S a matter of fact, virtually every commodity that is manufactured and sold becomes a potential subject for the merchandise warehouseman. The mere circumstance that it has never before been distributed through the warehouse channel is not a reason for neglecting solicitation—often it is the best reason for seeking its distribution. The fact that a commodity seems too small, or is sold in relatively small quantities or units, is no bar to an innovation, for it may perhaps find in the merchandise warehouse its most effective means of distribution.

Indeed, it seems that there have been some conventional ideas about proper subjects for warehouse distribution

which need dissipating.

And the way to disabuse the minds of manufacturers and distributors of errors is by education on the subject of service. Emphasis on the distributing factors, the elements of help provided by the routine of this industry, diverts attention from these traditional obstacles and opens new vistas of volume.

This is a story about a merchandise warehouse and distribution company which actually has substantially increased its volume and net profits by aggressive, consistent, thoughtful selling of its distribution service. It has added new customers steadily, and

DEVELOPING NEW BUSINESS

.....

THERE are hundreds of manufacturing companies who to-day are not using the public warehouse method of distributing products.

Into this virgin field the Central Storage Co. of Kansas City enters with sales letters and other methods of putting across its story of service.

The Central's system is attracting new accounts. New accounts build profits.

Mr. Brown here tells the story of how the Kansas City warehouse firm is doing it.

these customers have increased their volume steadily—because the distribution service has actually aided them in their own selling programs.

The program of selling its service to new customers, conducted by the Central Storage Co. of Kansas City for the past five years, culminated this summer, 1924, in the issuance of a folder. This folder reflects so accurately the sort of promotion work that an institution of this industry can do that a reproduction of it would tell the story of business building, without any comment. But after all it would tell only part of the story, as the distribution of a piece of printing is only one element in gaining new customers. There has to be selection of lists to which the mailing piece will be sent; personal letters as follow-up; the sending of information to prospective patrons—and often a series of letters in which detailed displays of savings and advantages give conviction and bring the contract.

The Central Storage Co. has not made the error of declaring "We will do some advertising," and then committing all of its sales possibilities to the distribution of the advertising. The company entered the selling campaign with the purpose of actually finding new customers—and doing everything possible to get them signed up.

The personal letter to a possible customer has been the most effective means for building business by this company.

But in order to write a letter one must have the name of somebody to write to! And in order to pick out a possible customer the warehouseman must have two things:

He must have a vivid sense of the various elements of his service, and he must have a lively imagination.

THE EVOLUTION OF DISTRIBUTION

The history of Public Storage Warehouses dates back to 1716 B. C. when Joseph, during the seven years of plenty, sarered up food in the cities of Egypt to feed the people through the seven years of famine.

During the ages since that time Public Warshouses insued in sur. but until comparatively recent years their mainly for storing large blocks of bulk goods that talled by common laber, assally remaining in storage for details in the public storage for the public storage for the period between the grand final marketing of crops.

With the development of the industry in recent years the so of a Public Merchandise Warehouse have grown to include regular distribution of both raw and manufactured article limost every kind. Their service comprises every detail of most up-to-date distributing business except making and

sses are located on private siding on the Mis-oad with free switching service from all other Kansas City



SAVE TIME AND MONEY BY DISTRIBUTING THROUGH CENTRAL STORAGE CO. (Actual Examples)

(Mercan Limbres)	
Jams and Jellies-From Canajohane. N Y to Otto	wa. Kas.
Less Car Lot Rate—Canajoharie to Ottawa. per cwt.	\$2 30 1/2
Car Lot Rate-Canajoharie to Kansas City \$0 85	
Less Car lot Rate-Kansas City to Ottawa23	1.08
Freight saving per cwt. on stock or pool cass	\$1.221/2
Minimum time saving-8 days.	
-	

\$3 30
1.61 1/2
\$1.681/2

Hot	Water Heaters-From La Porte. Ind., to McPher.	son, Kas
pe	Car Lot Rate—La Porte to McPherson. r cwt	\$2 095
Less	Car Lot Rate—Kansas City to Mc-	1 47 %

um time saving-3 days.

Write us and let us show how we can save you time and

LOCATION AND SERVICE MEAN EVERYTHING IN DISTRIBUTION

Company is located near the center of the Central Industrial District, within a few blocks of all feeight stations, and nd jobbing bousses within the district. This provides quickest shipping facilities for all orders, and makes it possible to refers, received by afternoon small, wire or 'johone, on the same day the order is received.



Central Industrial District contains the main freight stations of all steam cailroads and tricking lines within Most of the heavy wholesale and jobbing businesses of Greater Kanasa City are within this half mile radii ror and within a mile of the principal cital sections of Kanasa City. Miscours, on the east and Kanasa City. Have you a stock of your merchandise in this strategic location

Part of the service-selling pamphlet distributed by the Central Storage Co., Kansas City. Note the salient points brought out in "The Evolution of Distribution"

It would seem that business can be built most efficiently when the imaginaon tends to run riot; when the warehouseman is so enthusiastic over his business that he feels that every manufacturer in the world, whatever his line, could use his service profitably. If he sees possible business only from the firms already using warehouses service he is obviously not a builder, but a snitcher -he is blinded by the old-time bugbear of "competition."

In this respect the warehouse business is like many others—the progressive, alert, up-to-date and growing firms are those where the officers have a vision of the future, and aim at the developing of the whole industry, the extension of its service to new people, the reaching out into previously untouched fields.

This is constructive business building. It tends to raise the industry to a new high level of usefulness to the world at large, for it extends the industry's facilities into wider and wider results in reducing the cost of distribution and the cost of living for all the people.

So when the warehouseman has a vision of the comprehensive and almost illimitable application of the service that his industry can perform he does not hesitate to seek business from any manufacturer whatever.

The Central's Methods

IN actual practice, the solicitation by the Central Storage Co. was limited to firms which seemed most likely (in the light of keen imagination) to need the services of this company for distribution in Kansas City territory.

It was considered that there were two

First, there were the firms which were shipping direct to jobbers or retailers, or to consumers, in less than carload

Second, there were the firms which were not known to be shipping into the a Cit 1 ai

The L. C. L. shippers were solicited personally and by mail. The appeal to them is obvious—the usual advantages of the merchandise warehouse facilities. But the fact that the advantages are obvious to a warehouseman did not prevent the Central company from going into detail as to such advantages, in its letters to the prospects. These letters were written on the assumption that the manufacturer did not understand the sort of service available, or he would be using it. And the letters were all personal. One of the officers-usually William A. Sammis, secretary and manager-would give thought to the product, and then write as though he were talking directly to the manufacturer. And he didn't stop with one letter; the prospect was followed up.

Often a response would indicate the line that might be taken in later letters, either in overcoming objections, or in pointing to actual misunderstandings of the service in the mind of the prospect. Often the response gave a cue for additional information of specific facilities in warehouse arrangements, routine, bookkeeping or sales help-that would exactly fit a particular case.

Any one of a number of new customers secured through these letters amply repaid for all the cost and effort. Firms which had been shipping L. C. L., often as many as twenty carloads a year, into the Kansas City territory, were won over to use of these facilities for distribution. And it has already appeared that these firms are actually increasing their volume since turning to this service -a source of gratification, for several reasons, to the distributing company.

New Commodities

THE most interesting efforts for new business are those exerted towards commodities not previously sold in the Kansas City territory, so far as is known. Mr. Sammis has a good deal of fun-it can scarcely be otherwise described-in discovering names of firms to which he can offer the company's services. He gets these names chiefly from magazine advertisements.

The assumption is that a manufacturer who uses a national advertising medium is seeking, if he has not already secured, national or at least extensive distribution for his product. Attentive reading of magazine advertisements enables Mr. Sammis to keep well posted on new products, and to exercise quick judgment as to those which may provide new business.

Observing an advertisement of a new product, Mr. Sammis immediately writes a letter to the manufacturer, commenting on the product and suggesting merchandise warehouse facilities for distribution in the Kansas City territory.

This first letter is not long, and is designed to elicit information from the manufacturer as to his plans for distribution.

dicating more or less clearly his arrangements for the territory, or lack of arrangements.

Whatever the response may be, it usually happens that an opening exists for another letter, going more into detail as to the advantages of retaining the Central Storage Co. in the work of developing the market.

A phrase frequently used in these letters is that the Central Storage Co. "will do everything in Kansas City territory except make goods and make sales

for you."

And there are circumstances in which an actual element of selling service is offered, too. Perhaps the evolution of the warehousing business is nowhere more vividly indicated than in this matter of aid in selling merchandise stored and distributed.

When the customer desires it the Central Company provides the personal contact between the customer and the manufacturer.

Take the case of a new product, with a possible market hardly justifying in-tensive personal sales effort—a bulky or weighty item, for instance, of which one retailer out of a hundred may be a purchaser and which will last him a lifetime. The manufacturer may interest prospects in such an item by mail, or through its national publicity; but sales would be extremely slow unless the prospect could see the item.

Under the Central's method, the manufacturer can respond to an inquiry from a prospect, with suggestion that he visit the Central's warehouses at Kansas City, inspect the commodity, and receive delivery from this stock. The Central's executives, when such a prospect comes, extends selling service in the sense that the prospect is shown the commodity, and indeed through cordial representation of its qualities.

The manufacturer who is told of such

aid to selling can easily catch the vision of the development of this market that will be promoted by such cooperation.

To these, or other, manufacturers, the storage company may suggest the practice of announcing the Central firm as the depository and distributing source for the territory. The sales letters from such manufacturers to prospects in the territory would bear, on the letterheads, such announcement of location. Thereby the Central company becomes in effect a branch house of the manufacturers.

For other manufacturers, in cases where promptness of order filling is a factor the letters from Mr. Sammis suggest instructions to customers to order direct from Kansas City stocks through the Central company. And in this connection the various methods of handling accounts with the customers' trade are outlined; or a specific method is suggested that may seem to meet a manufacturer's situation most aptly.

Often the responses to these letters contain sufficient data so that a carefully prepared display of economy through use of the service can be made. Then Mr. Sammis goes to the trouble of figuring freight rates, both C. L. and

Often the manufacturer replies, in- L. C. L., to Kansas City, and out of ating more or less clearly his arrange- Kansas City to various territorial points, showing comparisons with shipping costs direct to consumer or retailer from factory-all applied to the commodity of the manufacturer making an inquiry. The storage and hauling charges of the Central company are given, so that the prospect can see his exact savings.

> Then the bookkeeping; the check on stock; the collection of accounts from customers' trade; the handling of checks to accounts of customers in Kansas City banks, avoiding transmission of numerous checks to a distance-these and many other angles of the company's

> > C. C. Daniel



Central Storage Co. head, who is "developing new business" among shippers not now using warehouses

service are portrayed, in different letters, applied to specific cases, as the correspondence may develop or opportunity open.

It is true that all these elements of service may be conventional with most merchandise warehouses. A company could tell it all in one letter, or in a printed piece, and be done with it. Then, if the prospect did not see the advantage, and accept the opportunity, that would be his loss.

But mention has been made of various elements of service because these elements are set down piecemeal, applied to specific cases, in personal letters signed by an officer of the company.

The Central company has proved, through its success in securing new business, that the personal plan pays. The plan is psychologically sound because it fits into the mental processes of men.

Perhaps one might say that any manufacturer ought to be inclined to study distribution subjects sufficiently to find out that he should be using merchandise warehouse service. But the fact is that business men don't often go about the development of their methods that way.

The warehouseman, for instance, doesn't make a detailed study of motor truck manufacturing or service, in buying a truck. He receives and seeks suggestions from motor truck manufacturers and salesmen, who apply their knowledge to his problem and help him to reach a decision.

The warehouseman may decide he

wants to do some advertising, having a vague notion of the sort that will fit his need. He consults the printer, and perhaps an advertising specialist, as to form, type, illustrations, ink, paper.

Neither the truck salesman nor the printing salesman hands him a booklet containing all the data on these subjects, leaving him to make up his mind unaided on his purchase-or as to whether to purchase.

So the Central Storage Co. conducts a real series of selling steps in securing

new business.

The Pamphlet

O NE of these steps, recently taken, is the preparation and distribution of the pamphlet which has been referred This is a means of giving an impression of distribution and warehouse service and of calling attention to salient advantages. It is designed to interest and inform manufacturers and distributors, and to elicit inquiries; then the real selling effort takes place in the personal letters which show application to specific products, and to specific conditions in each case. These letters are necessary, whatever comprehensive statement of distribution service is made, because no one statement can cover the whole subject, or apply to every con-

The pamphlet, however, in its logical arrangement and inclusive mention of various services, seems very accurately to cover the field of service. Its various details, separately and collectively, provide in fact a lesson in the presentation of the subject of merchandise warehouse and distribution service.

The piece is stitched as a folder 8 inches wide, by 91/4 long; but folded for mailing (either under one-cent stamp or in a first-class postage envelope) to 4 by 91/4 inches.

The address is "For the Sales and Traffic Managers"-implying the sales promotion value of the service offered, as well as the advantage in physical distribution.

And on this address side is the title of the booklet-"The Evolution of Distribution: or, How One Middleman Cuts the High Cost of Living." This same title is repeated on the reverse side of the folded booklet.

The first inside page gives an interesting history, in about 500 words, of the evolution of distribution, showing how the industry-and in Kansas City the Central Storage Co .- has fitted into the needs of the age for facilitating distribution and reducing costs.

The second inside page bears a map of the United States, with stars marking various production centers-and showing Kansas City as the "center of centers." On this page are tables showing the savings in time and money from using merchandise warehouse facilities. as opposed to direct shipment into the territory by L. C. L.

A large map occupies two pages, showing the location of the Central Storage Co. in Kansas City, particularly with sing

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reference to the industrial district, the retail sections, and the freight houses.

Other pages bear photographs of the various buildings of the company, explanations of different kinds of service, photographs of Charles C. Daniel, president and treasurer; Mr. Sammis; and Albert E. Hughes, superintendent. There are statements as to policy, with the "human element" stressed—courtesy, interest in customers' success, maintenance of equipment.

Three pages are given over to testimonials from customers, some of which have used these facilities for twenty years, and which mention various elements that have been peculiarly valuable to them in the development of their business in this territory.

The back of the booklet carries the following list of specific advantages from this industry's service—hitting the high spots of what it means to the manufacturer to distribute through the Central Storage Company:

1. "Low Car Freight rate on the 'Long Haul' from your factory to Kansas City.

2. "Higher Less Car Lot Freight rate

on the 'Short Haul' from Kansas City to your customer.

3. "Stock within buying reach of your customers.4. "Saving of days and sometimes

4. "Saving of days and sometimes weeks in delivery time.

5. "Saving on freight charges on each and every shipment.

6. "Merchandise reaches destination in good merchantable condition.

7. "Our method of handling insures shipment of oldest stock first.

8. "A report of each receipt or shipment on the same date.

9. "A service that will increase sales, overcome competition and increase your net profits."

Good advertising policy suggests the use of trademarks, emblems, hook-ups with ideas connected with the general subject in the minds of readers. This policy is reflected in three of the cuts.

One is the emblem of the American Warehousemen's Association—its official seal—which gets across the impression of dignity and prestige, as representing in the community (though of course not impliedly exclusively) a national association of the industry.

Another is the emblem of the Central Industrial District of Kansas City, the use of this emblem implying that the storage company is in the heart of the district for distribution, and that the district has a well organized group tending to stability and standards.

The third emblem or picture is the trademark of the storage company, connected on the one side with a picture of a factory (presumably that of the prospective customer) and on the other with buildings typifying first the wholesaler, second the retailer, and third the consumer, which three classes of ultimate destinations of product are the customers of the factory—served by them through the Central Storage Co.

While this story has used the name of the Central Storage Co. it is obvious that any company can employ the same methods, as others probably do at least in part. The Central seems to have worked out a consistent, practical program of presenting the service of distribution to potential customers, it a way that gets results. And it follows out the plan. so that live results are coming steadily, and cumulatively.

Storing Grand Pianos Flat Produces a Profit

By Buell G. Miller
President, Miller North Broad Storage Co., Philadelphia

There is one article, more than any other, about which prospective customers worry before storing their goods that article is the grand piano. It usually represents the greatest investment in any one piece of furniture, and frequently this investment has meant a monthly sacrifice over a period of several years. And far beyond the intrinsic value it may be cherished as an instrument on which the child, now grown up, received a musical education, or for its association with the memory of a loved one whose fingers can no longer bring from this piano its wealth of volume or beauty of tone. Considering the pride of possession, it is little wonder that such an instrument is surrendered into other hands with reluctance.

Warehousemen all over the United States have done everything possible to relieve their customers' anxiety about grand pianos. Special rooms have been provided and thermostats installed to maintain an even temperature.

In Philadelphia the people have been taught to expect grand pianos to be stored on their legs, so that rarely will a patron consider placing one on its side while in a warehouse.

With the grand piano uppermost in the customer's mind, its proper care and protection becomes the high spot of the sales argument and often the deciding factor in landing a large storage contract. So, to please the customer the warehouseman sets up the piano in a special heated piano room.

This method of storing grand pianos on their legs is not generally satisfactory to storage men for several reasons.

REQUENTLY it is not profitable at the rate which can be obtained; the space allotted to grands will often not bring in a revenue equal to the same amount of space containing general household goods. More labor is required to handle pianos in and out than when they are stored on their sides. The repeated handling of other pianos to get out those farthest from the aisle and the

consequent danger of marring them are other faults of this method of storage.

Just at the time when we were trying to find a way to meet the demands of our customers and at the same time overcome the disadvantages of our method we saw an advertisement of Iredale Grand Piano Racks in Distribution & Warehousing. After some correspondence we ordered from the manufactur-

ers, the Service Steel Products Co. of Chicago, three racks for our Germantown branch. They were shipped to us by freight, knocked down, with complete and easily followed directions for erection. Anxious to see if our problem was solved, we proceeded to put the racks together immediately.

Three of our warehousemen put three racks together and placed them in posi-

tion in one day. The completed rack is neat and tidy and finished in an olive green color, similar to that used on metal filing cabinets. The larger rack for four pianos (a smaller one is made for three pianos) is 77½ inches high, 86¼ inches wide and 67 inches deep. After a piano has been placed on the top tray, the overall height is approximately 92 inches. Six feet, 9 inches aisle-space is required for loading, but this loading space may be used for the storage of uprights or grands. The rack is of heavy construction throughout, and the parts are bolted together with % inch machine bolts.

Each piano rests on a movable slide or tray, and these movable trays have two rollers at the rear on each side. A shelf is provided for the legs and treadle of each piano.

The ease with which a piano can be placed in the racks surprised us. First,

we removed the legs and treadle and placed them on the shelf provided; then we pulled out one of the trays to its full length and lowered the front end to the floor. After attaching a padded board, which comes with the racks, to the pins in the front of the tray, we tilted the grand piano from the dolly (on which it was placed when unloaded from the truck) over to the rack tray. The tray, which now held the piano, was lifted to the level of the compartment and rolled into place.

In actual use the Iredale Grand Piano Racks have proved very satisfactory.

The objections of the customer, the piano salesman and the music teacher to the dolly method, on the ground that this method is injurious to the action and frequently leaves the keys out of line, have been overcome.

From the point of view of the ware-

houseman, storing the piano on the bottom in one of these racks has meant a pleased customer.

It has practically eliminated pad marks, scratching and refinishing pianos before delivery.

Handling is reduced to a minimum by making it unnecessary to move any but the piano being stored or removed.

And finally, the four-tier rack takes up the same amount of floor space as four grands on dollies and, of course, a higher storage rate may be obtained because the pianos are stored flat.

In a space which formerly accommodated nine grands on their legs, we are now storing twelve grands and still have room for six uprights.

Any warehouseman who has a grand piano problem will do well to investigate these racks.

Metal Box Strapping "Pays for Itself"

THE use of metal box strapping is no longer considered an additional shipping room expense, according to J. F. Keeley, packing expert of the United States Department of Commerce. A statement issued by the Department of Commerce says:

"Exhaustive tests have proved that the metal strap pays for itself from the start by making it possible to use thinner boards in making boxes, saving shipping weight as well as lumber, to say nothing of its subsequent efficacy in decreasing pilferage losses and other shipping hazards.

"Sides, tops and bottoms of boxes may be reduced in thickness by as much as % of an inch if enough straps are used, and the box will be stronger than the unstrapped box of thicker boards.

"Railways and express companies and shippers have confirmed one another's testimony that losses in transit have been materially lessened in the past two or three years by increased use of straps, safe delivery insuring completed business transactions and satisfied customers.

"For these reasons the Department of Commerce not only advocates the use of metal box strapping whenever possible, but it hopes to extend that use by disseminating the following rules, compiled by the Forest Products Laboratory at Madison, Wis.:

"1. Nailless strapping: Only unannealed straps should be used. Material wider than % of an inch or thicker than 0.023 inch is not ordinarily used. It is suggested that one or two straps be used on all sizes of boxes of the ordinary proportions and weights. Three straps should be used on relatively long or heavy boxes. The same total strength of strapping is recommended for three as for two straps, and the same reduction in thickness of box material is permitted; but when one strap is used it should have 60 per cent of this total strength, and less reduction in thickness of box material is permitted.

"The ends of nailless strapping should be joined in such a manner that the joint will have not less than 75 per cent of the strength of the strap. When two or three straps are used, one should be placed approximately one-sixth of the length of the box from each end.

"2. Nailed strapping: Either annealed or unannealed straps may be used. The box should be nailed in accordance with the nailing schedule recently issued by the Department of Commerce. One strap should then be placed around the box at each end, and nailed to the end with the same sized nails, but spaced twice as far apart.

"3. Tightening of strapping; protec-

tion against rust: All strapping must be drawn so tight as to sink into the edges of the box.

"Strapping of boxes for export shipment should be galvanized or otherwise treated to protect them against rust.

"Charts showing the size of straps to use and the size, number and positions of nails necessary will be supplied by the Department of Commerce on request through any district or cooperative office of the Department or on application direct to the Transportation Division of the Department in Washington."

Poole, Horne and Switzler at London Congress

WAREHOUSEMEN prominent in the cold storage branch of the industry were among the delegates to the Fourth International Congress of Refrigeration held in London, Eng., June 16-21. They include:

Gardner Poole, president of the American Warehousemen's Association, president of the United States Fisheries Association, and president of the Commonwealth Ice & Cold Storage Co., Roston

Frank A. Horne, president of the Merchants Refrigerating Co., New York, official representative of the cold storage division of the American Warehousemen's Association.

R. H. Switzler, secretary of the St. Louis Refrigerating & Cold Storage Co., St. Louis, who is president of the American Association of Ice & Refrigeration and a past vice-president of the American Warehousemen's Association.

Other cold storage delegates from American are J. F. Nickerson, of Nickerson & Collins, Chicago, representing the National Association of Ice Industries; N. H. Miller, Carbondale, Pa., representing the American Society of Mechanical Engineers and Refrigerating Machinery; and Thomas Shipley, York, Pa., representing the American Society of Refrigerating Engineers.

More than twenty papers on every phase of the cold storage and refrigerating industry were presented by leading American authorities. In connection with motion picture films on cold storage warehousing a lecture was read which was prepared by Ralph C. Stokell, Chicago, executive secretary of the cold storage division of the American Warehousemen's Association.

Hannah an Official Weigher

J. M. Hannah, manager of the warehouses of the Glasgow Storage & Cartage Co., Hamilton, Ont., Canada, has been appointed official weigher, measurer and gauger for Hamilton.

In cases of dispute between shippers and consignees the weigher's certificate is accepted. His services are frequently called upon by various merchants in this connection where controversies have arisen and he operates under a scale of fees approved by the board of examiners of the Hamilton Chamber of Commerce.

Death of William B. Austin

William B. Austin, one of the owners of the Security Fireproof Storage Warehouse, Wilmington, Del., died recently. He was born in 1858. Mr. Austin was a member of the National Furniture Warehousemen's Association.

Keep Your Trucks Busy by Careful Routing

By Philip L. Sniffin

STORAGE warehouse owner who does a considerable business in long-distance moving was recently balancing up his motor truck costs at the end of a fiscal year. He discovered that his total costs for truck operation were so high that although he had considered business to be exceptionally good he had actually been losing money month after month.

The service was investigated and the trouble was soon revealed. His place of business was located in Jersey City, and his trucks, instead of taking four loads apiece to Manhattan Island every day, were averaging only three. They were losing time in the line-up at the ferry slips. They often had to waste an hour to cross the river, and a delay of two hours was not uncommon. They were making three trips a day while the overhead allowance in the price charged for hauling service was based on four trips a day.

The owner of the business then decided to study the ferry schedules. His method was the simple one of census. He counted the number of trucks and other vehicles which crossed the ferries in a day and thus made a chart which showed the different hours in the day when the number of vehicles in line was greatest. He found that there were certain periods in the day when the trucks could cross the river with no lost time at all and that there were other times when the delay could be greatly reduced. So he planned the routes of his trucks so that

they would reach the ferries on both side of the river accordingly as his chart indicated minimum of traffic.

Another concern similarly located so that ferries had to be used a great deal had a problem very much of the same character. In this case the problem was handled differently. The management concluded that slow ferry service would hold up a fast and expensive motor truck as long as it would the slower, but much less expensive, horse-drawn outfit. So routes were adjusted to permit horses to be used on trips which involved long ferry de-

These and many other examples could be cited to show the great importance of properly routing the motor trucks. Sometimes remarkable economies can be gained by routing trucks so as to avoid busy street intersections and streets through which they can travel only at a slow rate of speed on account of dense traffic.

By spending a few days experimenting with traffic conditions, perhaps using an automobile to test the time required to reach a certain point or to negotiate certain sections in various ways, many short cuts may be found.

By considering various routes separately in this way, specific recommendations can be made to drivers as to the best way to make time by avoiding busy places. Often it will be found that a much longer way around will be quicker, and many routes may be discovered which offer better pavements than those ordinarily used.

Plan a Day Ahead

NASMUCH as so large a proportion of the total motor truck cost lies in the items of interest on investment, insurance, garage cost, and drivers' salaries, it can be seen that unless the use of trucks is planned well in advance to keep them busy as much as possible, a great deal of waste will be involved.

Many successful truck systems may be attributed to the effectiveness of the routing and scheduling plan that is used; and where the fleet of trucks is large this is a particularly important factor. Many concerns have reported that by careful routing they have been able to reduce the amount of equipment required, thus cutting down on drivers' wages and the other important items which come under "fixed charges." In addition to this, many economies can be gained by routing the trucks over the best possible roads as well as over shortest distances, saving both time and wear-and-tear on the vehicles.

When we say "routing" we mean the establishment of definite paths upon which the trucks are to travel. It requires the division of business territory into sections which will lend themselves

YOUR BUSINESS AND THE MOTOR TRUCK

THIS is the twenty-second of a series of articles by Mr. Sniffin in relation to motor truck operation, and presents some constructive suggestions to the warehouse owner for effecting economies by strategic movement of his commercial vehicle on carefully-designated schedules.

Formerly with the International Motor Co., Mr. Sniffen, a motor truck advisory engineer, is a recognized authority on motor vehicle topics. He has been making a special study of truck operation in relation to the public storage industry in order to write

these articles.

to concentrated operation of the vehicles. It is by no means an easy matter for the warehouse owner to plan a system for keeping his trucks busy inasmuch as careful study and observations over a considerable period of time is absolutely required.

Routing a fleet of vehicles has been compared with laying a railroad track. The owner must, so to speak, lay down tracks over which his business is to travel and which in time will become fixed and will determine to a large extent the amount of profit his transportation system will return. He must study such considerations as distance, density of traffic, mechanical obstructions, costs per mile or unit mile, possible expansion or contraction, schedules, and similar other factors.

Long Distance Delivery

BUT before we discuss the methods of routing trucks there is one very important and often debatable subject to be mentioned. How wide an area of motor delivery can be profitably and satisfactorily handled?

Most frequently it has been found that the enlargement of the trucking radius has gradually but surely extended, taking in both suburban and interurban sections, until the point has been reached where it is a question as to whether the cost involved in maintaining such routes is in keeping with the factors that determine profit and loss.

The individual storage or hauling concern will begin first by cultivating home routes, keeping them, of course, compact and well covered. Then these home routes will be enlarged to reach beyond the nearby area, taking in the slightly distant customer's requirements and then perhaps the more distant customer, well away from the city, or even in the next city. Eventually the point in reached where the concern finds that a long distance delivery system has been established, usually without having made a close enough study of the problem on a cost basis to determine whether such business can be conducted on a profitable basis or whether the proper rates are charged.

Very largely the problem may be considered as a matter involving the economic law of diminishing returns, there being a point of distance beyond which the cost of cultivation and service often overbalances the profit that results.

First of all, it is a matter of the operating cost of the vehicle covering the route. Furthermore, it is a question of whether such long distance hauls can be made without sacrificing the complete cultivation of more adjacent territory and the rendering of the best quality of service to the sections wherein the greater margin of profit lies.

Too often, in assuming obligations to handle long distance work, the local service is impaired both in regularity and promptness, with the result that the competitor who is more particularly concerned with short routes is able to secure more business through a reputation for more dependable service.

It is first of all important, therefore, that the warehouse owner recognize that his "bread is buttered" on the adjacent trade side and that this business consequently warrants his first consideration.

Any concern which keeps an accurate record of truck costs will find it relatively simple to determine at what distance the unit cost per mile renders motor hauling impractical under prevailing rates and conditions. As individual conditions in this regard vary so widely, it is impossible to say here as to what this distance is. Yet, while the owner's present figure of cost may be used as the basis of determining when long distance deliveries pay, it should not be assumed that a mere figuring of present costs under present operating conditions is sufficient. In addition to this it is necessary to consider what features of service might be employed on such long distance work-such, for instance, as the use of large trucks, better routing, etc., to give every possible advantage in extending the business radius to as long a distance as possible on a profitable basis.

By exercising more particular care in the routing of the vehicles it is often possible to accommodate customers who seem under present conditions to be inaccessible. This has been known to have been accomplished in many cases even without additional equipment, or without sacrificing the service on established routes, so important is the matter of proper routing.

Principles of Routing

THE first and foremost fundamental of successful routing is the zone. Zones are best established by obtaining a detailed map of the territory within the business radius. This map, above all, must be large enough and contain enough detail plainly to show all streets. Several copies of the map should be obtained, and placed where they may be constantly referred to by all concerned. A very careful and lengthy study must be applied in working out this division, according to how a certain number of vehicles can best be assigned to a specific territory with a minimum of duplication and a maximum of assignments handled per mile traveled.

Next to the zone, the second item in importance is that of time. In actual practice, while the route zones may be determined by the city map, the question of time involved, or scheduling, is a matter of experiment. The time study is to the routing plan what the scale is to the map—that is, a means of measurement, dealing, not in miles, but in idle time, loading time, and time spent in store.

Through special observation the operator will obtain dependable figures on the time required to cover a certain route that has been laid out on the map. Then, by knowing the distance between points on the map, he will be able, with some changing about, to arrange the zones until they finally represent the greatest possible effectiveness.

Larger transfer concerns operating a large number of trucks will require a comprehensive system of scheduling and dispatching. In this case the services of a dispatcher, whose sole duty is to see that every bit of waste is eliminated, will be more than justified by greater productivity on the part of the fleet. Ordinarily the dispatcher is located at the main office of the company and is in direct contact with the vehicles and drivers throughout the day.

Dispatching is a clerical matter but one which requires intelligent application and brainwork of the highest order. Briefly it may be said to consist of keeping every vehicle on the road all the time possible. In the broadest sense, the dispatcher has a bird's eye view of the whole delivery situation. The method by which he ordinarily functions in connection with a route fleet may be summed up as follows.

1. He is responsible for keeping and interpreting the schedule system.

2. He must continually be devising new and better routing methods by time study and by constant reference to the city map.

3. He must be ready to supply equipment where needed at any time within reason.

4. He compiles each day's schedule

and gives assignments to the drivers.

5. He is responsible for the frictionless coordination of branch fleets, eliminates unnecessary duplication, and reduces idle vehicle time.

The dispatcher is usually the interpreter and often the originator of the route or zone system used. His best guide to the situation is the street map of the city or territory covered in the business radius. Working in this way, he arranges each zone with the help of the map and designates on the map how that zone can best be reached, indicating short cuts, best roads, etc. He would then route the trip within the zone as it may best be covered, considering the items mentioned above. Having accomplished this routing, he would assign as many vehicles (of the most economical types) to the route as the volume of business in that section warrants.

By constant experiment the dispatcher or owner who earnestly desires to route his vehicles effectively will be surprised at the amount of increased efficiency that can be obtained, which, when it is once put on a sound basis, may be adapted to changing requirements with very little effort.

The Driver's Source of Help

I T should be the duty of some one official in the service of each company to be responsible for watching routes so they will be neither too long nor too short for the regular maintaining of schedules.

This assistance to the efficient handling of routes by the drivers is comparable to the position of sales manager in any kind of an organization that sells either a service or a commodity. A crew of salesmen, turned loose upon a market, will never bring in successful results unless the men are supervised and assisted in their work. Even when definite territories are assigned to the men, and even though they are put upon their own responsibility with their income based upon commissions and depending upon the amount of business they bring in, there are always difficulties which will arise to require central supervision.

The sales manager or district manager of any crew of salesmen not only assigns territory and encourages the men to tackle their work enthusiastically, but he studies the territory with them, answers questions, offers suggestions. Often the situations which seem to be of small importance are the ones which really demand provision for adequate supervision.

Most successful route plans incorporate a spirit of cooperation between the company and the drivers, obtained by the constant feeling of interest shown by the management in the drivers' work. "All for one and one for all" is a good motto to follow. By letting the drivers know that teamwork is absolutely necessary to the success of the business and to each driver's success, and by showing an active, substantial interest, those con-

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cerns which stand out as having successful route plans have been able to obtain their drivers' support with little difficulty.

Tractor-Trailers Often Help

A S pointed out, each truck must be kept busy in order to keep down the fixed costs which are chargeable to it. A most practical method by which this may be done in the case of many warehouse concerns is through the use of trailer and tractor-trailer equipment. Developments along this line have been rapid in the motor truck industry.

There are three principal forms of this

type of equipment:
1. The four-wheel trailer used in conjunction with a motor truck, both of

which units carry a load.

2. The tractor-trailer, in which a special type of motor truck is used with a short wheelbase and a fifth-wheel coupling for the trailer mounted on the frame over the rear axle. In this case the tractor is used only as a locomotive to draw the trailer and does not carry a

load. The trailer has four wheels.

3. The tractor-semi-trailer, similar to No. 2 except that the trailer has two

wheels instead of four.

The concerns which find their trucks unable to handle peak load requirements without overloading may take care of excess loads very conveniently and economically by using the first mentioned form-the trailer.

To overload motor trucks, either habitually or occasionally, is objectionable from every standpoint and should be avoided. It is similarly inadvisable for the warehouse owner who has intermittent rush seasons, to employ an extra motor truck and allow it to remain idle the greater part of the year.

The initial cost of a trailer is only a small fraction of that of a motor truck and the operating cost is especially low in comparison. Aside from this, trailers are available for immediate use when extra loads are to be hauled and



The tractor semi-trailer unit, Mr. Sniffin points out in the accompanying article, helps to keep the truck investment busy. The executives of the Leonard Warehouses, Inc., Detroit, believe there are economies in using this unit

can be allowed to stand idle at very little expense when there is only enough work to keep the truck busy.

For most purposes, the tractor-trailer and the tractor-semi-trailer outfits may be considered together, as their uses and advantages are the same. In general practice, two or three trailer units are often employed with each tractor unit.

The trailer is readily detachable and by this means one may be on its way to the point of delivery while another is being loaded at the shipping point. In this way the tractor, which represents the major part of the investment, is continually on the road.

For instance, when the tractor returns to the shipping point with its empty trailer, the trailer is immediately detached and the second trailer which has been loaded in the other's absence, is attached.

This complete operation is a matter of only a few minutes and the detached trailer is loaded and ready when the tractor returns again.

By utilizing this system at both ter-

minals of a regular route, many concerns are obtaining remarkable economies,

When a concern is now operating a motor truck and finds that the normal volume of hauling has outgrown the truck's capacity, this capacity may be more than doubled by using the truck as a tractor with a semi-trailer attachment. To accomplish this, the body should be removed and a fifth wheel coupling mounted on the frame as in the tractor units.

A 1-ton truck can be converted into a 3-ton semi-trailer hauling unit; a 2ton truck into a 5-ton unit; or a 5-ton truck into a 10 or 12-ton outfit.

This change can be made at much less cost than to sacrifice the truck in disposing of it and to purchase a new one of larger capacity.

Moreover, after the conversion, it has been frequently found that hauling can be done at an appreciable saving as compared with a truck of two or three times the capacity of the old one.

The Sale Value of a Packers' Time

THE following figures were prepared by William R. Wood, chairman of the cost accounting committee of the National Furniture Warehousemen's Association and president of the Liberty Storage & Warehouse Co., New York, and is quoted from The Van Owner, the monthly publication of the Van Owners' Association of Greater New York:

Operation of your Packing Labor Department involves certain expenses:

Wages, Cost of Work, Space in Packing Room, Overhead Expense, and sundry expenses such as tool repairs, sharpening saws, compensation insurance, etc.

Before THINKING of PROFIT, you must first SELL a percentage of the Packer's time to cover the above EXPENSES. There are 2700 available work hours in the year.

At \$1.50 per hour for a packer, you must sell according to the following table to BREAK EVEN:

WAGES: \$36.00 a week.

\$1,872—year, 1248 hrs. at \$1.50, or 46.22% available time. SPACE: Proportioned.

\$383-year, 255 hrs. at \$1.50, or 9.44% available time. OVERHEAD: Proportioned.

\$313-year, 208 hrs. at \$1.50, or 7.7% available time.

SUNDRY EXPENSE: Proportioned. \$93—year, 52 hrs. at \$1.50, or 2.29% available time. UNPREVENTABLE WASTE TIME: Cleaning up work floor, starting and stopping work, waiting for vans. These items will easily use up 4.35%.

TOTAL TIME SOLD TO COVER EXPENSES: 70%, which is equivalent to 1890 hours or \$2,835 business per man. This leaves 30% to be sold for POSSIBLE PROFIT! OURS is a SEASONAL BUSINESS.

How many can even sell an average of 70% of available

SUBSTITUTE YOUR OWN FIGURES AND SEE IF YOUR PACKING LABOR DEPARTMENT PAYS A PROFIT AT THE RATES YOU ARE CHARGING.

Note.-Work space for one packer is set at 250 square feet at 12.76c. per foot per month, equal to \$31.90 per month.

Distribution & Warehousing's Pictorial



Substantiality

Left — Entrance to office, north side of new warehouse of Lincoln Storage Co., at 11,201 Cedar Avenue, Cleveland

Office Moving System

Right — Four steps in sequence followed by 20th C entury Storage Warehouse C o., Philadelphia. At top, left—Goods move on special truck to elevator in customer's old quarters; right, goods, still on truck, enter van. At bottom, left—Goods, still on truck, enter elevator at destination, right, goods, still on truck, arrive at predetermined spot

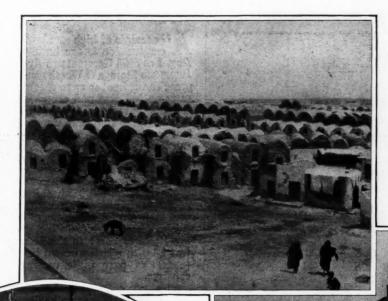
A Record Load?

Part of rig of 2 motor trucks and 3 trailers of key Motor Transfer Co., Los Angeles, loaded with \$750,000 worth of antique furniture, en route from Santa Barbara to San Francisco. This is described as "probably the most valuable long distance haul of furniture ever made in this country and possibly in the world"

Review of the New and Interesting

In Africa

Right — The Ksar, Medenine, Tunisia, Africa. The Ksar is an agglomeration of constructions in plaster and stones, used by the Bedouins to store grains, fur and other belongings not carried along on expeditions. It is guarded against thieves by watchmen who have keys to all the doors.—Times Wide World Photos.

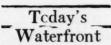


Frame Windows

Below — New reinforced concrete 5story plant of Los
Angeles Warehouse
Co. has window construction of steel
frame, affording ample light and allowing for building to
be remodeled into a
light manufacturing
or office structure at
little expense if desired

Protecting Paintings

Above—Temperature is an important factor in safely storing household effects. Pianos and paintings need a warm even temperature, and light. One of the sections of the Security Storage Co., Fifteenth Street, Washington, D. C.—National Photo.



View of Great Lakes steamship "Twin Ports" docked at new unit of McDougall Terminal Warehouse Co., Duluth

Interstate Storage & Warehouse Co., Philadelphia

WHAT'S WHAT IN

LXVIII

A N example of high standards in household goods plant construction is the building being completed about Aug. 1 at 3935 Germantown Avenue, Philadelphia, for the Interstate Storage & Warehouse Co. The structure is fire-proof throughout so as to obtain lowest possible insurance rates on building and contents.

Standing seven stories high, with mezzanine floor and basement, the Interstate warehouse is 52 feet wide by 106 feet long. The superstructure will be of reinforced concrete, all floors self-supporting, with curtain walls of brick and interlocking tile, using four inches of brick on the outside, backed up by three-quarters of an inch of waterproofed cement mortar, then building in the interlocking tile. By using the brick and tile for inclosing walls the necessary rigidity and strength are attained and at a lower cost than a solid twelve-inch brick wall.

The design is semi-Gothic, giving a plain but pleasing architectural effect to the front of the building, and is treated with a rich wire cut brick trimmed with a special process of pure white cement and white sand in the concrete.

The main entrance is of special design, giving flood light in the offices and mezzanine floor. The first floor windows are protected with steel grills of Verde antique finish, suggesting security as well as adding beauty to the front elevation.

Through a fifteen-foot arch in the driveway at the right of the front of the building all deliveries and receiving of commodities for storage are handled. The main entrance to the public lobby is set in a fifteen-foot arch at the left front of the building.

Entering the public lobby, one will be impressed by the practical arrangement of office space and the pleasing manner in which the general decorating scheme has been worked out. The public lobby will have a terrazzo floor with border and wainscoting of marble.

The clerical office at the rear of the lobby, facing the front door, is separated from the outer office by a marble counter. As one approaches the counter attention is at once drawn to the heavy steel fireproof and burglar-proof vaults for the storage of silver and furs. The silver and fur vaults are so located that all articles removed must come under the direct scrutiny of the clerical force, eliminating as far as possible any chance of petty thefts.

The vault doors used are manufactured specially by the Mosler Safe Co. and are of heavy steel, with a polished

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exterior, Crane hinged, double combination, and double pressure bar system.

The fur vault through an indirect cold storage system is kept at an even temperature of approximately 26° Fahrenheit. The temperature of this room and of the rug vault is recorded by a thermometer artistically framed in the lobby, so that the customers may at any time observe the temperatures maintained in all vaults during the period of the previous twenty-four hours.

To the right of the main lobby are the manager's office and the ladies' waiting room. The manager is located much in the same manner as an official of a bank, always accessible to the customer, and the artistic treatment of

this department lends much to the beauty of the general office effect.

To the rear of the section used as a waiting room for the ladies is the ladies' retiring rooms. Directly in the rear of these rooms is located the working space for general clerical work of the office. A retiring room for the men of the office also is located adjacent to this space, with a door leading direct into the driveway, where the drivers may receive their orders without coming in contact with the customers in the office.

A door to the rear of the clerical space leads directly through a passage to the rug vault. The rug vault is 23 feet wide by 36 feet long, containing modern racks for rugs, and this vault is also under cold storage, with a temperature maintained of approximately 26°. The entrance to this vault is protected by a vault door similar to those used in the main office, and in addition thereto a cold storage door is supplied.

Continuing down this passageway is the entrance to the trunk room, which is approximately 32 feet long by 16 feet wide, well equipped with modern adjustable racks for the storage of trunks, suit cases and chests. This room also is supplied with a vault door, similar to that used on the rug vault.

All exterior walls, ceilings and floors of all vaults are of heavily reinforced concrete, giving a maximum protec-

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## **NEW BUILDINGS**

#### LXIX

Peter F. Reilly, Brooklyn, N. Y.

THE new household goods warehouse under construction for Peter F. Reilly, Brooklyn, N. Y., is expected to be ready for occupancy about Dec. 1 and is a striking example of depositories for this branch of the public storage industry.

The building, ten stories and basement, with a total area of approximately 66,000 square feet of floor space, has a 60-foot frontage and runs 100 feet deep. The superstructure will be of reinforced concrete, with all walls water-proofed and damp-proofed through a special construction design which gives an added insulation effect against heat and cold. The design is pure Gothic. The treatment of the front elevation is artistic and is treated with a rich orange blood brick trimmed with Old Blue Hole Blue Bedford stone.

On the front entrance the stone work extends up twenty feet, with artistic arches cut in for the front main entrance and the driveway. It will be noted, by referring to the illustration, that both arches are protected by heavy architectural seel grills, the entire front entrance and doors being constructed of cast iron and bronze. Midway between the two arches is located the door leading to the fire tower of the building. This door also is treated in cut stone and bronze.

The fire well in front of the building is of special design so that the windows do not appear on the front of the building to make it unsightly, the well opening directly to the open air at the top of the building, in accordance with the building code of the city of New York. The fire well is provided with standpipe and hose connections at each floor, which are supplied by a water tank on the top of the building and from a Siamese connection at the street.

Upon entering the offices through the massive front entrance one is attracted by the artistic treatment and the

general office effect. The lobby is of terrazzo, with marble border and marble wainscoting. Directly in the rear of the main lobby and separated from it by an Italian marble counter is the clerical space. Under the counter is a full equipment of art metal cabinets specially arranged and designed for office work peculiar to the storage warehouse, including ample letter files, card indexes, files for warehouse receipts, receptacles for order books, order blanks, etc.

Directly to the rear of the clerical space is located the silver vault, separated from the clerical space by a polished steel grill such as is used in banks, with an examination room on the right- and left-hand side of the entrance. The silver vault is protected by a special vault door manufactured by the Mosler Safe Co., with polished steel, rust-proof front, double combination, double pressure bar system, hand wheel control, and heavy Crane hinge, making a depository for the safekeeping of silver and other valuables.

Directly to the right of the main lobby is the ladies' rest room, artistically furnished and a convenience which the lady customers will greatly appreciate. To the right-hand side at the rear of the rest room is the door leading into a spacious retiring room for the ladies.

Directly to the rear of the rest room and opening on to the main lobby is the passenger elevator. This elevator will be of the "push-button" type, most modern in every respect.

In the rear to the right of the clerical space is the general working space of the office and the manager's private office. A small corridor leads directly to the driveway so that the drivers may enter the office to receive orders without coming in contact with the customers.

Another feature of this layout is the location of the manager's office, with a large wire glass window in same, placing the entire operation of the elevator, receiving platform and driveway under his observation at all times. Directly over the silver vault and manager's portion of the offices and extending to the rear of the building is the mezzanine floor for the storage of pianos and musical instruments. These are in plain view of the offices, presenting a neat and orderly appearance.

On the first floor, directly in the rear of the corridor leading to the driveway, a long corridor extends to the rear of the building, with an entrance to the trunk room, which is approximately 14 feet wide by 39 feet long; and the rug vault, which is 18 feet 6 inches by 30 feet long. Both of these vaults are provided with steel vault doors,

(Concluded on page 48)



## Broadcasting Warehousing's Service-Story by Radio

I

### "Advantages of Distributing General Merchandise Through Public Warehouses"

By George Hamley,
President, Colonial Warehouse Co., Minneapolis

HE storage industry is divided into three divisions, known as merchandise storage, household goods storage and cold storage. It is my privilege tonight to give information to the public concerning merchandise storage and on next Saturday night and the Saturday night following, other speakers will discuss the subject of household goods storage and cold storage.

The subject assigned to me is entitled "Advantages of Distributing General Merchandise Through Public Warehouses." As a rule, when the public at large hears the word "storage" mentioned they at once associate it with the safekeeping of miscellaneous articles which require shelter during a period of time when they are not in use, but this is because the public at large is not informed as to what is really taking place in the world of storage.

When I tell you that merchandise warehouses in Minnesota alone handle on an average each year 300,000 tons of merchandise, which is equal to 1000 tons or a long train-load of fifty box cars of 40,000 lb. each, for each working day in the year, consisting principally of sugar,

coffee, tea, cereals, nuts, rice, flour, lubricating oils and greases, automobiles and accessories, agricultural implements, paper products, canned fruits and vegetables, dried fruits, green fruits and vegetables, fruit juices, linoleum, matting, wire fencing and the products of every known line of endeavor assembled from every part of the United States, the Orient, and European countries, you will gain some idea of the enormity and variation of the merchandise storage business in Minnesota; and will gain but a very slight idea of the enormous quantity of merchandise handled through public warehouses throughout the United States, and but a very faint idea of the vast tonnage of merchandise which is required to supply the various communities in which we live, in order that they may live in comfort.

In the 15 min. allotted to me in which to speak this evening I will have time to review only a few of the general features of the business and the first one which I wish to call to your attention is that of convenience to the public.

THE depositories known as public merchandise storage warehouses provide a place for the protection and distribution of merchandise to local communities in the same manner as the banks provide a means of convenience for the protection and distribution of money for the use of the public in the various communities in which they are established.

By using the facilities of merchandise storage warehouses, manufacturers are enabled to avail themselves of the use of fast freight service on carload lots of the commodity which they manufacture which insures the laying down of the merchandise in our midst in nice, fresh, merchantable condition and at a minimum of expense in freight rates, which would not be the case of the manufacturer was obliged to ship them in small quantities to various consignees by less than carload freight, which consumes considerable more time in transit and necessitates a much higher freight rate.

Upon arrival, the storage company distributes the shipments promptly

among the various consignees and the public at large are assured of fresh merchandise at a minimum distribution

The cost to the consumer for this part of the distribution is infinitesimal, hence it is coming to be more generally known each year that the merchandise storage warehouses are a real necessity and are rendering a service of real value to the public.

#### "An Avenue of Service"

Merchandise storage warehouses are used almost entirely by manufacturers of nationally advertised products, as they recognize in them an avenue of service much more economical than would be the case if they were obliged to maintain separate branches for the storage and distribution of their merchandise at the various gateways and congested centers where it would be necessary to break bulk and make distribution of their products.

The grower of potatoes, digging the same out of the soil immediately pre-

ceding the coming of frost, and without adequate facilities for the housing of the crop, loads a considerable portion of it into cars and ships it to the larger cities to be stored in merchandise storage warehouses where it will be protected against frost and where, throughout the winter months, he has an opportunity to dispose of his product not only for human consumption but for seed stock as well, potatoes grown in the Northwest being particularly desirable and in demand as seed stock throughout the Central West and the great Southwest.

The presence of merchandise storage warehouses in any community, with their surplus stocks of food and other products, insures relief in times of severe snow storms when transportation is paralyzed or traffic is impeded, or for other reasons, such surplus stocks being immediately available for the use of the consuming public until such time as transportation is re-opened and intercourse in regular trade channels resumed.

The next general feature I desire to call to your attention in connection with the merchandise storage business is an economic one. Through the use of merchandise storage facilities, the beet sugar operator is enabled to find a depository for his output of sugar as soon as it is ready for market, and, although he has to produce his entire output between the months of October and December in each year, merchandise storage warehouses act as a medium for the safe keeping and distribution of his stock of sugar throughout the entire year, thus affording the public an opportunity to buy sugar every day in the year. This also affords the sugar refiner an opportunity to carry his stock of sugar in the various commercial centers where it is ready for immediate distribution and saves him the expense of having to provide suitable storage facilities for his entire output at the point of manufac-

The manufacturer of automobiles with a gigantic organization in full swing, must of necessity find a depository for the finished product after completion, as it would be an impossibility for him to house any considerable amount of automobiles at point of manufacture without the expenditure of an enormous amount of money for buildings which would be used only for a brief time each year. He accordingly ships his automobiles to the various distribution centers where a large portion of them are housed securely away in merchandise storage warehouses awaiting the opening of the season for the purchase of automobiles.

Another general feature which I shall mention is the availability of financing owners of stocks of merchandise through the use of our facilities and negotiable warehouse receipts, which we issue upon

#### "TELLING THE PUBLIC"

F ROM radio station WLAG, Minneapolis, the public warehouse industry's story of service has been broadcast by Minnesota storage executives.

The story was wirelessed in three sections-that on merchandise warehousing by George Hamley, president of the Colonial Warehouse Co., Minneapolis; that on household goods warehousing, by C. C. Stetson, president of the Fidelity Storage & Transfer Co., St. Paul; that on cold storage warehousing, by W. D. Sammis, secretary of the Produce Refrigerating Co., Minneapolis.

The first of these three radio "telling the public" talks-that by Mr. Hamley—is published here-with. The one by Mr. Stetson will appear in the September issue of Distribution & Warehousing and the one by Mr. Sammis in the October number.

George A. Rhame, secretary of the Minnesota Warehousemen's Association, has received requests from all parts of the country for copies of these addresses-from persons who "listened in" and heard the talks delivered.

Here is propaganda worthy of emulation by warehousing interests everywhere.

financial circles as high-class collateral on which to make loans of money; and manufacturers and other owners of merchandise stored in public warehouses, in recent years, have given considerable time and attention to working out a plan of distribution through storage warehouses which has assisted them very materially in financing themselves during the peak period of manufacture when their usual financial resources are strained to the limit.

By reason of such financial arrangements, through the use of negotiable warehouse receipts the owner of merchandise is enabled to secure a sufficient additional loan from his banker to make him financially comfortable until the season for the sale of his product has arrived.

The public at large has very little idea of the enormous load which manufacturers of all products have to carry in order to finance themselves while their products are in course of preparation for market and were it not for the careful thought and planning indulged in by these men, together with a proper use of the various avenues of distribution, the consuming public would be unable to purchase at their convenience throughout the entire year many of the products which are to be found in the stores of the retail merchants.

Thus, briefly, I have endeavored to acquaint you with a few of the features of the merchandise storage business here in Minnesota, and to those of you who are within the hearing of my voice and interested enough to seek further enlightenment, I speak for the entire storage fraternity of the United States when I say a cordial welcome is extended to you to visit the merchandise storage warehouses in your own locality and view the actual operation of the same.

when issued by reputable storage companies, are looked upon with favor in

request in exchange for merchandise stored with us. These negotiable warehouse receipts,

# Packing Much Advertising Into Small Space

Storage and Transfer Companies Need Not Invest Heavily to Get Effective Publicity in Newspaper "Copy"

By Robert S. Merrill

VEN though there are many large advertisements in the nowadays the storage and transfer executive who uses small space and uses it correctly will receive a hearing. More than that, he will be exercising common sense in advertising.

On pages crowded with larger advertisements the storage and transfer "copy" can be made to stand out pro-vided it is attractively displayed. This effect is not hard to obtain with the cooperation of the printers who set up the advertisements for the newspapers.

Consider, for instance, the advertisement of the Crone Van & Storage Co., Ltd., of Vancouver, British Columbia, Canada. It occupies five inches in two columns. Yet, because the message was set narrower than the advertising column, a margin of white space was left around it which made a frame which attracted the eye.

Note how brief the copy is:

'Going away? Perhaps you have valuables that money couldn't replace. Our fire-resisting storage will take care of them during your absence. Ask about this service!"

This terseness is a real advantage because these days few take time to read a long closely set advertisement. The short one, with a new message each day, will gradually impress the name of the storage company upon the reader, because it gets itself read.

Another good example is the threeinch, single column advertisement of the Pacific Transfer Company of Spokane, Wash., headed:



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Flenty of white space, due to not crowding the type, gives appeal to the eye

Going away? Perhaps you have valuables that money couldn't replace. Our fire-resisting storage will take care of them during your absence.

Seymour 8084

Ask about this service!

VAN & STORAGE CO. LTD.

"PROPER PACKING,

"Is a most important matter in long distance shipping!

"Let 'Baggage Jim's' experienced men do your crating. They have all had 3 to 26 years' experience."

There is nothing complicated about it. It simply gives the impression of being easy to read and its very appearance seems to say, "I'll tell you what I've got to say and quit."

This matter of finding experienced packers is always present these days and the Pacific company calls attention of the shippers to the advantage of its veteran employees.

When you consider that every other advertisement in the paper, every news item, picture and comic, is bidding for the attention of the reader who may give the whole paper less than half an hour, is that not a pretty good length to call attention to an advantage of your storage service, which although important in a sense is not a life or death matter?

There is enough of unusualness in the advertisement of the Stockton Transfer Co. of Stockton, Cal., to make it prominent even among larger advertisements. The white space, due to not crowding, and the panel give the appeal to the eve.

This effect is made without expending any money for an artist to draw the panel. Your newspaper can do as well, or better, for you, if it wants to. The panel is made with what are known as "rules" and these can be found in any

printing office that has the right to call itself such.

The main thing is to get the cooperation of the newspaper with which you are placing the advertising. Unless you have picked up some knowledge of printing and advertising terms, it would be folly for you to try to impress the men on the newpaper by attempting to tell them just what to do-to try to give them specific instructions in terms they know far better than you do. You know that you would be doubtful about any man's knowledge who blundered in telling you about the storage business. You would like to have him indicate in a general way what was wanted and leave something to your experience and skill. You will generally get good results by showing an advertising man an illustration of what you want or by showing him some of the advertisements which appealed to you.

Of course, after arrangements have been made for establishing the use of make-up that will make the little advertisement stand out, attention must be paid to the copy. It should be something that is of interest to the people you want as customers. And, it should be brief. Note that the Crone company used only twenty-five words and that the Pacific Transfer Company's advertisement is about the same length.

Just imagine you are sending telegrams—get the message across, but save every unnecessary word.

Such advertisements, set in attractive frames of white space, will signal the attention of the busy readers. It's the repetition of your name that counts and often big advertisements look too wearisome to encourage reading.

# Tire Adjustment Department as a Service to Distributors

### New Branch of Douglas Corporation Builds Profitable Business

By R. A. SULLIVAN

HE installation of a motor truck tire adjusting department is the latest move of the Douglas Public Service Corporation, Inc., public warehousemen in New Orleans, in obliging customers. The Douglas company saw the necessity of perfecting distribution of tires through commercial storage plants so that a purchaser could receive the same service from a public warehouse that he could through the branch or agency of a tire manufacturer. The tire adjusting department accordingly was created at the Douglas plant, with a skilled adjuster in charge.

Tire adjusting as at present practiced by tire manufacturers and agents means simply the receiving of old or used tires and making an allowance for them in the purchase of new ones of the same make when a dispute arises as to the service obtained, by the buyers, out of the tires. If the purchaser is in a position to prove that a tire went only 3000 miles instead of the 6000 miles guaranteed, he is apt to request a 50 per cent credit in buying a new tire from the same manufacturer.

The real purpose of tire adjustments on the part of manufacturers was to safeguard purchasers against defective material or workmanship in the days when tire making was in its infancy and fabrics were the rule instead of cords as at present.

The Douglas company believes that tire adjusting is a necessary part of the service of a public storage concern handling tires and tubes.

JAY WEIL, vice-president and general manager of the Douglas Public Service Corporation, believes that the psychology of having a warehouse company adjust tires is in favor of the tire manu-

facturer or sales agent. To quote Mr.

"A tire customer would naturally believe he was getting a better deal from a neutral company than from an interested company. Our adjusting department will make a call at the place of business where adjustment is to be made, make the adjustment, and report to the home office of the tire company, after

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which the transaction is completed.

"Any honest mistakes made by our tire adjuster would react in favor of the tire company, because if a customer is satisfied he will continue to be a constant purchaser, and the tire company retains his patronage in the face of competitive solicitation."

#### Economy

The service given by the warehouse company means a great saving by the tire companies, according to the Douglas executives, who believe that a salesman should not act as a tire adjuster because, no matter how fair he may be, he is inclined to favor the complaining customer, as his commissions depend on his ability to sell tires, and by pleasing his customers and making adjustments in the buyers' favor he may safeguard his own interests.

It is likewise considered impracticable, it is pointed out by the warehouse company officials, for the branch manager of a tire manufacturer to act as adjuster, as he is an interested party. It is naturally the manager's constant desire to cut down expenses, and the frequent adjustment of claims in favor of customers adds to the manager's overhead.

As the tire adjuster may not, under this reasoning, be either a salesman or a branch manager, many tire companies have in the past been compelled to maintain tire adjusters whose service centers on that one phase of the business. The cost of maintaining such a representative is estimated to be at least \$200 a month in salary. That amount, multiplied by similar costs in scores of large communities throughout the country, means a tremendous outlay in salaries.

#### A \$2 Charge

The Douglas company charges the tire concerns \$2 for each adjustment. This system is regarded as fair both to the distributor and the tire firm. It places the distributor or agent in an independent position with regard to the outcome, and as so relatively few complaints can be traced to poor workmanship in the tire, the tire company stands to lose nothing in the long run except the \$2 adjustment fee in the majority of instances.

The buyer, also, profits by the policy of having his complaint adjusted by a disinterested party, and, if he is amenable to reason, can be made to see the position of both the tire manufacturer

and the local agency.

It can be seen readily that tact and diplomacy play a great part in making adjustments and that, although the odds are against the buyer's complaint being founded on a protest of real merit, he is made to feel that his objections are weighed justly.

The individual agencies have their own policies with regard to referring their customers to the warehouse tire adjuster. In some instances every effort is made to satisfy the customer first, the storage adjuster being called in only if necessary.

The matter of telling the customer, at the time he buys the tires, that adjust-



A corner of the tire storage room of the Douglas Public Service Corporation, New Orleans

ments must be made through the warehouse adjuster, varies with the policy of the individual agency.

The Douglas firm handles a large number of tire accounts and is said to be the first public warehouse company in New Orleans to go after this class of business. The tires are stored and delivered to the dealers as they are required.

The public warehouse method of storing tires has proved profitable to the local tire agencies, as rents are high and less space is required for doing business than if the agencies continued to lease

the necessary room.

As any given tire company has relatively few calls for adjustment monthly in any one city, so it can be readily seen that it is far less expensive for the manufacturer to place such adjustments in the hands of the public warehouse company, whom it patronizes in the city where the tires are sold, rather than maintain many individual salaried adjusters.

J. S. Dabdoub, president of the Delta Tire & Rubber Co., reputed to be one of the largest handlers of tires in New Orleans, asserts that fully 95 per cent of the complaints made by customers are unfair.

"Inexperience or ignorance in the matter of inflation without regard for the weights automobile owners oblige their cars to carry are responsible for most of the complaints that the tires do not last as long as the guarantees specify," according to Mr. Dabdoub. "Very few of the complaints that I get can be traced to faulty workmanship.

"Under-inflation causes stone bruises in tires. Some bruises do not always develop serious trouble immediately, but through constant use the tires thus abused will ultimately blow out.

"Then, if the customer has had his tire only a short time, he is hopping mad and comes in here with blood in his eye. He will tell us that his tire blew out while he was on a well paved street, and that there were no glass or nails anywhere near.

"We always agree with him up to that point, but we try to show him that the cause of the trouble lay, not in what happened today, but several days ago, when the original cause of his tragedy took place. Sometimes we can convince him that the cause was not in the workmanship but the extraordinary burden imposed on his tire."

#### Plan Welcome to Dealers

The tire handlers in New Orleans appear to welcome the innovation of the Douglas company, which is developing real service to them through its tire adjusting department. It is felt generally that the motoring public and the dealers will applaud this service as its scope is made clear to them and that the idea of having adjustments made by a third party, whose judgment is not apt to be prejudiced, will fill a long-felt need.

Will H. Douglas, president of the New Orleans warehouse company, is recognized as one of the country's leaders in the public storage business—a reputation which is attributed largely to his seeking out new methods of giving service to those who entrust their goods to his care. The Douglas company has many large accounts with tire manufacturers, and the new adjusting service is expected to prove of great benefit to those of them who store their surplus stock in the Douglas warehouse and also to induce other tire makers to take advantage of the facilities offered by this new department.

#### Switzler and Herschman Honored

Two warehousemen are among fifteen new directors of the Associated Industries of Missouri, an organization of employers throughout the State. The storage executives chosen are R. H. Switzler, secretary of the St. Louis Refrigerating and Cold Storage Co., St. Louis, and H. C. Herschman, president of the Terminal Warehouses of St. Joseph, Inc., St. Joseph.



The Atlantic Warehouses, Brooklyn, about 1850

# A History of the Warehouse

VII

# Early America 1. New York and Brooklyn, 1800-1850

By H. H. Manchester

THE warehouses in the United States in the decades following 1800 were primarily centers of distribution, where the goods were taken in temporarily and stored only until they could be forwarded or distributed.

In the eastern cities they were the stepping stones from the ships to the importers, while in the inland cities they were largely the means forced upon forwarding companies to carry the wares which they received.

In each case they came to be merchant warehouses storing and perhaps forwarding goods of all sorts.

The simple storage of goods, however, without any thought of shipment, seems to have come, in most cases, later and as a result of an increase in population which made room scarce.

An interesting insight into the growth of warehouses in the East is given by a comparison of the conditions in New York and Brooklyn, Brooklyn at that



A pioneer storage executive

time being a city by itself.

In New York in the first part of the 19th Century the warehouses, which were chiefly along the harbor, were owned by the city. They were claimed to have been comparatively old and dilapidated, and not well above high tide. The goods were said to have been much exposed to the weather, and subject to petty stealing which, in the aggregate, amounted to great sums.

In Brooklyn, on the other hand, there were no municipal warehouses along its dozen miles of waterfront, but the locations were gradually acquired by private concerns, and many warehouses were constructed which were claimed to be high and dry, more commodious than those in New York, and kept clean and in

good repair.

One of the pioneer warehousemen of Brooklyn was Jonathan Thompson. He was born in Islip, L. I., in 1773, and in 1797 was one of the firm of Gardenier using

#### 1800-1850

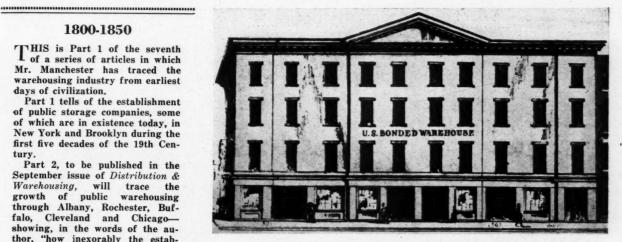
THIS is Part 1 of the seventh of a series of articles in which Mr. Manchester has traced the warehousing industry from earliest days of civilization.

Part 1 tells of the establishment of public storage companies, some of which are in existence today, in New York and Brooklyn during the first five decades of the 19th Cen-

Part 2, to be published in the September issue of Distribution & Warehousing, will trace the growth of public warehousing through Albany, Rochester, Buf-falo, Cleveland and Chicago showing, in the words of the author, "how inexorably the establishment of warehouses marked step by step in the march west-ward" the development of the United States.

Thompson & Co., which purchased a waterfront lot on Furman Street, and erected the warehouse there for their business as East India merchants. Three years later the partnership was dissolved and Thompson went out of the East India trade, but continued in the general storage business.

He was prominent in politics, and for ten years was chairman of the Republican general committee. In 1813 he was appointed collector of Internal Duties, and in 1820 was made collector of the Customs for the District of New York, an office which he retained until 1829.



A bonded warehouse, Exchange Place, New York, 1848

He was so exact in his accounts that a very careful examination discovered only a ten cent error in the ten years.

In 1823 he moved one of the Government warehouses from New York to Brooklyn, to a new fireproof building This was the first of the Govthere. ernment storehouses in Brooklyn-and for many years the only bonded warehouse there.

After 1829 Thompson enlarged his warehouse buildings still further. In 1840 he was chosen president of a public storage company, which was then in financial difficulties, and retained this position until his death.

Other warehouses in Brooklyn in 1816 were the Red Storehouses of Kimberly S. Waring; the three wooden warehouses

of Samuel Jackson, and the warehouses of Treadwell & Thorne. There was also the storehouse of Robert Brack, which, because of conditions during the war of 1812, was given over to the manufacture of salt by evaporation.

It is interesting to note the storage charges as fixed by the City of New York about a century ago.

There is a small list dating from 1800. According to this, a hogshead of sugar of more than 1200 pounds weight paid 50 cents a month, and a hogshead of tobacco the same. A barrel of flour paid 6 cents a month, and a firkin of butter 4 cents a month. Dried fish paid 9 cents a quintal, and large chests of tea 25 cents a month.

At the same date cartage for any ordinary load of European goods was 1s. 6d., according to the rate established by the Common Council of the City of New York in 1800. A load of household goods, shingles, earthenware, and bales of hemp, however, paid 2s. for a cartage of not more than half a mile, and there was an additional cost of 3 pence, or 6 cents, for each extra half mile.

#### Rates in 1819

A more extensive list of storage rates was established by the New York Chamber of Commerce in 1819. As this was in force a century ago, it is interesting, for the sake of comparison, in making which it must be remembered that wages at that time were about \$1.00 a day. The list follows:

#### Rates of Storage

Chargeable per month, as established by the New York Chamber of Commerce at a stated meeting held on the second of

| March, 1819.                          |       |
|---------------------------------------|-------|
|                                       | Cents |
| Almonds in frails or pack, cwt        | 6     |
| Alum in casks or bags per ton         | 40    |
| Ashes, pot and pearl, bbl             | 8     |
| Beef. bbl                             | 6     |
| Bottles, qt. in mats cr. or hmp. gr.  | 8     |
| Bark, quercitron in casks, ton        |       |
| Bagging cot. loose or in bales, pc.   | 3     |
| Butter in firkins of 60 lbs. per fir. | 2     |
| Brandy, see Liquors.                  |       |
| Candles, bxs. of 50 or 60 lbs. bx.    | 2 2   |
| Chocolate in bxs. of 50 lbs. box      | 2     |
| Cocoa, in bags, per cwt               | 21/3  |
| Cocoa, in casks, per cwt              |       |
| Coffee, in casks, per cwt             | 21/2  |
| Coffee, in bags, per cwt              | 2     |
| Confee, in bugs, per entrice          |       |

Rates of Storage per month, as established in the City of New-York. # 12 tyt. or i Do. of tabacco, Pincheons of rum, to Hogsheads of motalies Process of wine, gin, &c. from 100 to 140 g Butts do. 140 gatlons and upo Do. of fasfeed, &c.
Do. only 31.
Barrels flour, meal, and other wet articles, flour, meal, and other dry articles, flour, meal, and other dry articles, Bags containing 1 oolbs coffee, pepper, cocce, Bags containing roots. conce, per Do. do. larger, an proportion, Cales gin, &c.
Do. do. larger, in proportion, Chefts tea, largelf fine, Chefts tea, finaller, in proportion, Doct forp, candles, &c. one: tour, candies, ac
to globa, containing 100 feet,
whites of buttet, lard, &c. 4 Hides, dry,
auther, per fide, 17-2 Duck, Ruflist, per bol

touck, Ravens, per piece, 1. Grain, per buffel

the late, 27-2. From, Steet, lend, &c. per buff,
action in bales of 300 ffs-31. Cordage, per bot

ther bales ap roporation. Eurthenware, per cheathing paper, 3. Boses of tin,

ye-wood, per ton, 75. Dry fifth, per quint

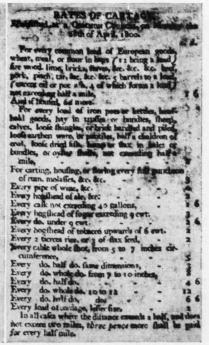
The owner of the goods to pay the portaring,

Goods remaining an flore one or more days,

month, are to pays a month's additional flor

All goods unpacked while in flore, to pay do

orage.



Storage and cartage charges, New York, in 1800

d

| Copper in pigs, per ton<br>Copper in speets or bolts, ton<br>Copper braziers bottoms, ton                                                                                                                                                                                                                                                                                                                                                                                                    | 40             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Copper in pigs, per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 20             |
| Copper in sheets or bolts, ton                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 30             |
| Copper braziers bottoms, ton                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 75             |
| Copper braziers bottoms, ton Cordage, per ton Cassia, in mats or bxs, per cwt Cotton Am. in round bales, 300 lbs. Cotton W. I. in proportion to round Cotton E. I. in bales, per 300 lbs. Creese, casks, bxs. or loose, cwt. Duck, heavy, per bolt. Duck, Ravens or Russia sheet, pc. Dry gds, in bxs. or b. 40 cu. ft. Fish, pickled per bbl. Fish, dry in cks. or boxes cwt. Fish, dry in bulk, per cwt. Figs, in frails bxs or drums cwt. Figs, in frails bxs or drums cwt. Figx, per ton | 50             |
| Cassia, in mats or bxs, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 10             |
| Cotton Am. in sq. bales, 300 lbs                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 121/2          |
| Cotton W. I in proportion to round                                                                                                                                                                                                                                                                                                                                                                                                                                                           | . 16           |
| Cotton E I in bales ner 300 lbs                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 0              |
| Creese casks bys or loose cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 3              |
| Duck, heavy, per bolt                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 11/2           |
| Duck, Ravens or Russia sheet, pc.                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 8/4            |
| Dry gds. in bxs. or b. 40 cu. ft                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 40             |
| Fish, pickled per bbl                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 6              |
| Fish, dry in cks. or boxes cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 4              |
| Fish, dry in bulk, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 2 1/2<br>2 1/2 |
| Figs, in trails bxs or drums cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2 1/2          |
| Flax, per ton. Flaxsed, or other dry articles in tierces of 7 bushs, per tierce. Flour, or other dry arti. in bbls. Earthen in crates of 25 to 30 ft. Earthen in hdds. of 40 to 50 ft.                                                                                                                                                                                                                                                                                                       | 60             |
| tierces of 7 bushs per tierce                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 10             |
| Flour or other dry arti in bhls                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 4              |
| Earthen in crates of 25 to 30 ft                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 15             |
| Earthen in hhds. of 40 to 50 ft                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 30             |
| Grain, in bulk, per bushed                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1              |
| Ginger, in bags, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 2              |
| Glass, window, in boxes of 50 ft                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1 1/2          |
| Gin, see Liquors.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |
| Hemp, per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 75             |
| Hardware in casks of 40 cm ft                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 40             |
| Indigo in seroons or hys nr cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 4              |
| Iron, in bars or bolts, per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 20             |
| Iron, in hoops, shts, or nailrods, t.                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 30             |
| Liquors in puns of 120 gals. pr. p.                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3              |
| Indigo in seroons or bxs. pr. cwt. Iron, in bars or bolts, per ton., Iron, in hoops, shts. or nailrods, t. Liquors in puns of 120 gals. pr. p. Liquors in pipes or cks. 120 g Liquors bottled in cks. or bxs. dz. b. Yeather per side                                                                                                                                                                                                                                                        | 61/4           |
| Liquors in pipes or cks. 120 g                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 30             |
| Liquors bottled in cks. or bxs. dz. b.                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1 1/2          |
| Leather, per side<br>Lard in firkins of 60 lbs                                                                                                                                                                                                                                                                                                                                                                                                                                               | 1 2            |
| Lead nig or sheet per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 20             |
| Lead, dry or gr. in oil, per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 40             |
| Lard in firkins of 60 lbs<br>Lead, pig or sheet, per ton<br>Lead, dry or gr. in oil, per ton<br>Molasses, per hhd. of 110 gals<br>(other casks in proportion)                                                                                                                                                                                                                                                                                                                                | -              |
| (other casks in proportion)                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 30             |
| Nails in casks, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 2              |
| Oil in hhds. or casks 110 galls                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 30             |
| Oil bot'd in bxs. or baskets, doz                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 11/2           |
| Paints in casks or baskets, doz                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 40 72          |
| Paints, in casks or kegs, ton<br>Pork, per bbl                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6              |
| Porter, see Liquors.                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |
| Pepper in bags, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 2 1/4          |
| Pimento in casks or bags, cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2 1/2          |
| Rice, in tierces, per tierce                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 12             |
| Pork, per bbl. Porter, see Liquors. Pepper in bags, per cwt. Pimento in casks or bags, cwt. Rice, in tierces, per tierce. Rice, in half tierces, per half tierce Rags, in bales, per cwt. Raisins, Malaga in casks. Raisins, Malaga in boxes. Raisins, in other pack., per cwt. Rum, see Liquors. Saltpetre in bags, per cwt. Saltpetre in casks, per cwt.                                                                                                                                   | 8              |
| Paiging Malaga in angle                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 6              |
| Raisins Malaga in hoves                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 1              |
| Raisins, in other pack, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2              |
| Rum, see Liquors.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |
| Saltpetre in bags, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 2              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 21/2           |
| Salt in bags or bulk, per bushel                                                                                                                                                                                                                                                                                                                                                                                                                                                             | .1             |
| Shot, in casks, per ton<br>Soap, in boxes of 50 to 60 lbs                                                                                                                                                                                                                                                                                                                                                                                                                                    | 37             |
| Soap, in boxes of 50 to 60 lbs                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 2              |
| Steel in bars or bundles, per ton.                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 30             |
| Steel in boxes or tubs, per ton                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 40             |
| Sugar, raw in bs. or bxs. pr. cwt.<br>Sugar, row in casks. per cwt                                                                                                                                                                                                                                                                                                                                                                                                                           | 2              |
| Sugar, row in casks, per cwt                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 21/2           |
| Sugar, refined, in casks or pack                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                |

| Tallow, in casks or seroons, ct       | 2     |
|---------------------------------------|-------|
| Tea, bohea, in whole chests           | 15    |
| Pea, bohea, in half chests            | 8     |
| Tea, green or black in gr. chests     | 41/2  |
| Tea, in bxs. in proportion to qr. ch. |       |
| Tin, block, per ton                   | 20    |
| Tin, in bxs, of usual size, pr. bx.   | 11/2  |
| Tobacco, in hhds. per hhd             | 371/2 |
| Tobacco, in bales or ser'ns, pr. cwt  | 4     |
| Tobacco, manf. in kegs of 100 lbs.    | 2     |
| Wines, see Liquors.                   |       |
| Woods, for dyeing, under cover t.     | 50    |
| Woods, for dyeing in yards            | 25    |
| Whiting, in hhds., per ton            |       |
|                                       |       |

The Chamber of Commerce document adds:

'On articles on which the rate is fixed by weight, it is understood to be on the gross weight, and on Liquors, Oils, &c. on which the rate refers to gallons, it is understood to be on the whole capacity of the casks, whether full or not.—The proprietor of Goods to be at the expense of putting them in store, stowing away, and turning out of store.—All goods taken on storage, to be subject to one month's storage; if taken out within 15 days after the expiration of the month, to pay half a month's storage; if after 15 days, a whole month's storage."

Among the New York storage warehouses which are still in existence, and which date back to that period, are the Jarvis Stores, Inc., now located at 591 Washington Street and 610 Greenwich Street, which were established in 1834; those of the Silas W. Driggs Warehouse Co., at 278 South Street and 66 Beaver Street, this company having organized in 1846; and the firm of Morgan & Brother, household goods warehousemen, at 228-236 West Forty-seventh Street, which began business in 1851. The Jarvis and Driggs companies are today members of the American Warehousemen's Association and the Morgan firm is identified with the National Furniture Warehousemen's Association.

The first important movement toward the development of the warehouse system of Brooklyn was the establishment of the Atlantic Warehouses. The idea of this was developed by Colonel Daniel Richards, and they were planned somewhat after those of Liverpool. The basin amounting to about forty acres opposite Governor's Island was dredged by steam dredges to form docks. The work was commenced in 1841, and the first warehouse was built in 1844. Soon the access to the basin was through a line of warehouses half a mile in extent, and in a few years the whole forty acres were surrounded by warehouses.

These were mostly four stories high, and were intended chiefly for sugar, molasses, salt, grain, and other bulky material. The first steam elevator there was erected in 1846. The whole plan was highly successful, and at times as many as 130 sea-going vessels were to be seen in the basin at once.

Just at this period the development of warehouses was greatly influenced by changes in the United States law for the payment of duties.

Until 1842, upon importation of goods into the United States, credit was given merchants for the duties, but by the law of 1842 it was provided that the duty should be paid in cash. In case of failure, the goods were to be taken to the Government warehouses, and, if not redeemed within sixty days, were to be sold at auction.

A commission was sent to Europe to examine the warehouse systems there, and in 1848 a law was passed establishing a complete bonded warehouse system here. Goods were permitted to remain in bond in warehouses for a year. At first they could be stored only in Federal warehouses, but in 1854 the Act was extended to provide for bonding in private warehouses, and to increase the period of storage permitted to three years.

This greatly enlarged the scope of the warehouses, and went far toward encouraging their development.

# "Buy Transportation—Not Just Trucks"

Some Thoughts to Consider When Purchasing for Delivery and Haulage Work

By W. M. Ingles
Edison Storage Battery Co.

OU never saw a railroad train making house to house city deliveries. That would be ridiculous and enormously expensive. Yet, for transcontinental haulage it combines speed and economy to an extent not approached by any other vehicle yet devised. Its obvious unsuitability for the former service does not condemn it for the latter. Neither does its success in long distance work recommend it for city delivery. It is simply a matter of the right machine for the job.

The preceding contrast is exaggerated, of course. But it can be compared to the misuse of trucks frequently made in applying them to delivery and haulage work.

Too many truck manufacturers assert broadly that their trucks are best, taking no account of the job which they may be called upon to do.

Design, material and workmanship being equal, the economy of any truck is dependent upon it being assigned work which most closely approaches that for which it was built, and its use is only justified by being given such work

When buying trucks or laying out delivery routes, govern yourself by this. Only in that way can you get the most from your transportation dollar, and it is transportation—not trucks—which you are buying.

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THERE are two types of trucks built -gasoline and electric. A great deal of discussion has taken place regarding their comparative economy and ability to do various kinds of work. The argument for the gasoline trucks hinges upon their speed and usefulness on long distance work; for the electric, simplicity
—only one moving part in the motor and no transmission or clutch mechanism -cleanliness, ease of operation, safe speed, long life and low maintenance expense.

#### Consider Your Routes

The route upon which the truck is to be used generally determines which type vehicle to buy. Although some electric trucks cover routes longer than fifty miles, this figure is generally considered about the limit of their radius of operation at present. For the purpose of discussion it can be considered that any daily mileage up to fifty is "short haul" and all above that is "long haul."

The electric truck is essentially a "short haul" vehicle. It was designed for this type of work, and practically all of the successful installations are upon routes which measure less than fifty miles in length.

The gasoline truck is a "long haul" unit and its use should generally be confined to distances in excess of the elec-

tric truck operating range. Delivery superintendents who have made the truck and routing question a study have found that the best results and greatest profits were secured by using only electrics for "short haul" work and gasoline for "long hauls." Some of them differ upon the arbitrary mileage classification of short and long hauls. One limits his electrics to forty miles a day and uses gasoline trucks on all distances greater than that. Another gets sixty from his electrics. This is a matter for individual judgment, bearing in mind the condition of the roads, number and character of grades encountered and loads carried.

#### Thirteen Ouestions

When considering the purchase of a truck, a man should ask himself several questions. These questions are broad in scope and are valuable as a guide to the man who is interested in dollars and cents results. They do not take into consideration any mechanical features that might be of interest to the man possessing considerable knowledge of the technicalities of truck design and construction. They are as follows:

- 1. Is it to be used for "short hauls" or "long hauls"?
- 2. How many years of useful life has
- 3. Is it economical to operate?
- 4. Is it economical to maintain and repair?
  - 5. Does it get out of order easily?
- 6. What insurance rates prevail for fire, theft, public liability and collision? 7. Is it easy to operate?
- 8. Is its mechanism simple and rugged for consistent service?

9. Can it be depended upon to do its work daily without breaking down?

10. How many days per year will it be laid up for repairs?

If in any business where cleanliness and sanitation are featured, the following should be added:

11. Is it clean, odorless, noiseless and sanitary?

12. Will my drivers be able to stay clean throughout their work day.

13. Will it increase my prestige and foster good-will among my customers by impressing upon them my efforts to render the highest type of service?

The first ten questions can be sum-marized in one: Will it deliver the most for the least money?

The last three questions can also be summed up as one: Will it, in addition to delivering the goods, build business for

The truck which can most closely answer these questions, and prove by performance that it does answer them, is the one that should be bought, regardless of make or type.

#### Batteries

If an electric is chosen, it should be borne in mind that the battery furnishes the power to propel the truck and that its usefulness is, to a great extent, dependent upon the battery with which it is equipped. Hence it follows that in order to get the most for your money, the battery question should be considered carefully.

The charging of a battery is so simple that it requires little consideration. It is no more complicated than plugging in an electric toaster and throwing a

switch.

There are two types of battery from which to choose-the lead-acid type, which uses metallic cast lead for plates for both the sponge lead and the lead oxide active materials, wood and hard rubber plate separators, sulphuric acid solution as the electrolyte and hard rubber for the container or jar; and the nickel-iron-alkaline type, which uses nickel plated steel for its plates for both the active iron and active nickel material, hard rubber only as plate separators, a potash or alkaline solution as the electrolyte and nickel plated steel for the container or jar.

Each battery manufacturer claims for his own product certain advantages. A battery has a certain function to perform -i.e., to propel the truck-and it should be able to do this every day that the truck is needed. In choosing a battery from among the several which can be furnished with the electric truck, the following questions will furnish a positive buying

1. Which battery has the longest useful life?

2. Which battery has the most rugged construction and can most easily endure the mechanical strains from road shocks and bumps?

3. Which battery will give me the most days' service per year without renewal of plates, separators, broken containers,

4. Which battery is the lightest in weight and will allow me to carry the greatest load on a given chassis?

5. Which battery requires the least attention and can best stand accidental

abuse?

It may be wondered why the question about mileage per charge is not asked. While it is very important that the battery should have sufficient capacity easily to cover the routes for which it is intended, this is not so much a matter of type or make of battery as it is of size. Any reputable manufacturer can specify a battery of sufficient size to meet the load and distance requirements within the range of the electric truck.

#### Profits

When business men who have delivery departments consuming too large a portion of their gross receipts commence to apply their minds to this subject, a gratifying decrease in delivery expenses and a corresponding increase in net profits will follow. There are few phases of their business that will repay a little attention so generously.

And the deeper they go into the subject the more evident it will become that the first cost is not the standard by which to judge economy. The amount and frequency of subsequent expense is

more to the point.

Knowledge of their actual delivery needs will lead them to buy the most deliveries per dollar-not just trucks.

#### To Pool Wisconsin Furniture

Plans are under way for the organization of a new corporation by furniture manufacturers and shippers of Milwaukee, Wis., and of a radius of some thirty miles from the city, to act as a clearing house to pool the interests of the members in the shipments of their wares. One meeting has already been held at the rooms of the Milwaukee Association of Commerce, and it was definitely decided to meet again for the purpose of perfecting the organization and arranging for application for articles of incorporation. It is pointed out that transportation rates on furniture from Milwaukee are higher than they should be, that transportation is slower and damage claims more frequent, because the various manufacturers transacting business in all parts of the country are forced to ship their goods l. c. l.

The plan at Milwaukee is to organize a corporation similar to the one already functioning with considerable success in Chicago, through which many Milwaukee manufacturers have been shipping their products. A central warehouse is to be built by the corporation, and a crew of experienced shippers will be employed to assemble the consignments of the furniture manufacturers and send them out

in carload shipments.

Although the facilities of the manufacturers' division of the Milwaukee Association of Commerce have been used in furthering the organization of the new body, the group will have no connection with the commercial association, once a charter has been granted.

# TWO BITS

Vol. V. No. 2

# A Bit Here, A Bit There

Gotham, August, 1924

#### Our Golf Department

ANENT our attending the N. F. W. A. convention at Charlevoix last month (July). Ye Ed. rcvd, in advance of the meeting, a letter from Ralph Wood, the Chicago storager & sec of the N. F. W. A., who we judge is sarcastic as to our golf ability, to wit.: "I am surprised that you will attend the meeting as I understand that you were on the Olympic golf team owing to the record made by you at the recent tournament given by the Judson Freight Forwarding Co., in which I understand you have the record not only for the course but also for a given hole. However, I am overjoyed to know that you have abandoned the honor of competing on the Olympic golf team for our convention, and it will be up to you and me to enjoy a bottle of (deleted, but it wasn't soda pop which Ralph men-tioned) at your invitation."

In the 1st place, we had not extended Ralph any such invitation on a/c we knew Ralph must devote all his time, especially evenings, to convention activi-

In the 2nd place, we were not given any holes at the Judson outing. had to take all we got.

In the 3rd place we was barred from the Olympic team on a/c nobody has yet given us any clubs to go along with that 1 mid-iron which Syd Green, the Petersburg, Va., storager, gifted us with approximately a few mos. ago, and it looks as tho we will have to buy some clubs ourselves pretty soon on a/c of extreme apathy throughout the industry as to how shameless out golf scores are.

#### Coolidge Nominated

One would think that a great industry like the storagers' industry would not want the editor of its own trade journal, namely Two Bits, to be playing such rotten golf, yet nothing is being done to alleviate the situation. Look at the auto industry. Look at the electric industry. Look at the steel industry. Do they permit their trade paper editors to get away with bad golf at convention

If the foregoing stirs any guilty consciences in the storagers' industry, then, what we need is 1 brassie, 1 spoon mashie, 1 mashie-niblic, 1 niblic, 1 putter, also 1 good jigger, and 1 golf bag.

The trouble is that the storagers' industry is too gibre, and sarcastic letters like Ralph's do not make it less so.

#### News Items

The Lincoln Fireproof Storage Co., Cleveland, has gifted us with a key-ring knife without any corkscrew attachment.

The U. S. Dep't of Agriculture has donated Two Bits with an article entitled "Fowl Tuberculosis Source of Tuberculosis in Swine" & if there is enough demand from our readers we will be glad to publish same in toto on this page.

One of our editorial co-laborers was took ill last mo. (July) & was away for a wk. When he got back we asked him what was the matter & he said he had been down with tonsilitis, bronchitis & laryngitis. "What you ought to of done to cure you quick," was our snappy advice, "was to take 3-in-1 oil."

We have had to abandon our Society Dep't on a/c nobody seems to be contributing news for it. The only Society Item we know of, if you could call it that, is that Frank Jones, the Grand Rapids storager & traffic mgr., was to Wash'ton & Phila. on business of late.

The Empire Storage Co., Chicago, has donated us 6 blotters.

#### **Our Moth Department**

 $\mathbf{A}_{Two~Bits}^{\mathrm{S}}$  has in recent months been publishing suggestions from various informed sources as to how to eradicate the widely-known moth from household goods stor-agers' plants. Many ideas was presented & some of them have been doubtless tried out, but as to with how much success we have not heard.

We had contemplated going right on with such noble effort, feeling we was doing a notable service to the industry, even though it might be that true credit for it would not come to us until we had passed on into the Great Beyond if such exists.

But we beg now to announce that the campaign, meritorious though it may be, has been terminated.

A moth flew into our editorial sanctum while we were conventioning out West last mo. (July) & bit our typewriter ribbon full of holes.

#### Our Poem Department

DENVER storager-identity with-A held out of pity—sends Two Bits the following which he declares to be

Little Jack Horner sat in a corner Because the moving men were there, An onlooker, who acted as informer, Relates that the whole darn room was bare.

Anyone who doubts that the foregoing is a poem can write to Two Bits about it but should inclose an unused 2-ct. stamp for reply.

Also comes to Two Bits a poem which the author is not averse to signing, no doubt on a/c he is not ashamed of it & neither is Two Bits. The author is C. E. Greenwood, of the Benz Transfer & Storage Co., Minneapolis, Minn. Much that is lovely is said to prevail in Minnesota so we are not surprised to get this elegant poem from there, manufactured by Mr. Greenwood:

How kum this poem stuff you crave?
Do you expect us all to slave
& toil to help you o'er the top?—
You might as well be talking shop.

To write a poem for "Two Bits"—
That gives a rymer 7 fits. . . .
Before you get a line that's nice
You'll haf to peeramid the price.

The last two lines sound too commercial. C. E. need not expect to be paid for his verse. He owes us a golf stick or something useful for publishing it, as per Two Bits's policy announced in our July issue.

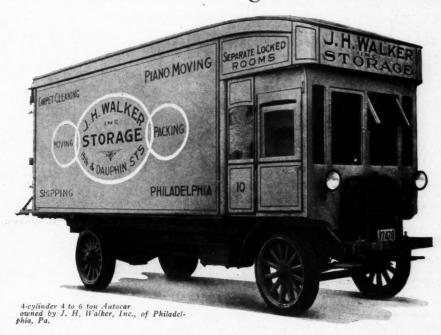
Two Bits will announce in our Sept. issue who is the new N. F. W. A. prexy elected at the Charlevoix convention. We would announce it this mo. (Aug.) only this page is being written back in June. Our Dec. issue will be written in Oct., so get your Xmas News Items to us early.

#### **Bill's Guilty Conscience**

The following is stolen from a letter which Bill Turner, sec. of the Cleveland Furniture Storagers' Association, sent out to N. F. W. A. members in advance of the Charlevoix convention:

Dick's little boy was asked recently by his arithmetic teacher why his sums were always wrong and the totals always too large.
"Dunno, teacher."
"Does anyone help you with your arithmetic at home?"
"Yes, ma'am, father."
"What does your father do for a living?"
"he's a moving and storage estimator, ma'am."
"Ah," said the teacher, "that accounts for it. Go back and sit down."

# Bulky furniture loads handled easily with Autocar extra long wheelbase model



The Autocar extra long wheelbase model makes it possible to mount a big moving van body on the chassis, still keeping within a low overall length and maintaining a carrying space available for the pay load unusually large in proportion to the total overall length.

Because of this economy feature Autocar motor trucks are regarded by furniture dealers as the standard equipment for hauling bulky loads of furniture.

> Write us for free booklet listing hundreds of satisfied owners who use their Autocars for hauling furniture.

# The Autocar Company

Ardmore, Pa.

**BRANCHES IN 45 CITIES** 

# Autocar gas and electric trucks EITHER OR BOTH - AS YOUR WORK REQUIRES

# FROM THE LEGAL VIEWPOINT

By George F. Kaiser

# Federal Act Regulating Time Limit for Commencing Claim Suit Is Held to Indicate a Public Policy

T HAT the Federal Interstate Com-merce Act, fixing the time for commencing suit at not less than two years after a disallowance of a claim, does not govern a case of carriage unconnected with carriage by land but that the Act indicates a public policy as to what is a reasonable time for instituting suit and that tested thereby a limitation of 60 days in a bill of lading may be considered as unreasonable and as a failure to comply therewith and could not be used as a defense, was the decision of the Court of Appeals, the highest Court of New York, in the recently decided case of South & Central America Commercial Co., Inc., vs. Panama Railroad Co., New York Law Journal, 3-27-24.

The Court's opinion in this case, delivered by Judge Cardozo, reads:

"Bags of sugar, 477 in number, were shipped at La Libertad, San Salvador, consigned to the plaintiff in New York. They were loaded on a vessel belonging to the Pacific Mail Steamship Co., and after reaching Cristobal, Canal Zone, were delivered to the defendant for transshipment by its vessel to the port of destination. At Hoboken, N. J., where the defendant has its pier, the 477 bags consigned to the plaintiff were confused with 472 bags of a different grade consigned to someone else. Misdelivery followed as a result of the confusion.

"The plaintiff sues for the damage, the difference in value between the sugar consigned and the sugar received. A term of the bill of lading is to the effect that notice of claim must be given within 60 days after knowledge of the loss and action brought within 60 days thereafter. The defense is the failure to comply with this provision.

"Under St. Louis, I. M. & S. Ry. vs. Starbird (243 U. S., 592, 606), the letter of Sept. 3, 1920, was a compliance with the requirement of preliminary notice. A fuller and more formal notice went forward in October. More than 60 days thereafter, however, on Jan. 17, 1921, an action was begun. This was too late if the contract is to govern.

"Whether the limitation is valid is the question to be answered. The plaintiff insists that it is void under the Cummins amendment to the Interstate Commerce Act, which provides as to carriers subject thereto that in certain classes of

cases there shall be no requirement of notice; that in other cases the period prescribed shall be not less than 90 days, and that no shorter period than two years shall be allowed for the institution of suit (Act of March 4, 1915, ch. 176, 38 Stat., 1196). The period is to be computed from the disallowance of the claim (Transportation Act, 1920, 41 Stat., 456, 494 sec. 438). But the defendant is not subject to the provisions of the Interstate Commerce Act. The Act does not extend to a common carrier

What Don't You Know?

MR. KAISER answers legal questions on warehousing, transfer and automotive affairs.

There is no charge for this service.

Write us your problems. Publication of inquiries and replies gives worth-while information to you and to your fellows in business!

by water whose carriage is unconnected with carriage by land (Mutual Transit Co. vs. United States, 178 Fed. Rep., 664, 666; Burke vs. U. P. R. R., 226 N. Y. 534, 537; U. P. R. R. vs. Burke, 255 U. S. 317, 322). It is expressly limited by its terms, and so again is the Cummins amendment, to carriers 'engaged in the transportation of passengers or property wholly by railroad or partly by railroad and partly by water when both are used under a common control management or arrangement for a continuous carriage or shipment' (Interstate Commerce Act, U. S. Compiled Statutes, sec. 8563; Cummins amendment, 38 Stat., 1196).

"The defendant is none of these. Reaching that conclusion, we do not stop to consider whether other provisions governing the route of carriage would remove it in any event from the purview of the Act. Enough for present purposes that it is a carrier by water.

"Though the Act does not govern, its standards are relevant to the inquiry whether public policy permits the enforcement of the contract. Bills of lad-

ing must be just and reasonable whether they are those of carriers by land or of carriers by water. (U. S. Shipping Board Act, 39 Stat. p. 728, chap. 451, sec. 18). If unjust or unreasonable they may be resisted by the shipper or corrected by order of the supervising board (Interstate Commerce Act, sec. 15; U. S. Shipping Board Act, supra, sec. 18). We think a new public policy, a new conception of what is just and reasonable in these contractual limitations is established by this Act, reinforced as it is by the Transportation Act, which followed in 1920. 'A statute may indicate a change in the policy of the law, al-though it expresses that change only in the specific cases most likely to occur to the mind' (Gooch vs. Oregon Short Line R. R. 258 U. S., 22, 24). 'The Legislature has the power to decide what the policy of the law shall be, and if it has intimated its will, however indirectly, that will should be recognized and obeyed' (Johnson vs. United States, 163 Fed. Rep., 30, 32, per Holmes, Circuit Justice).

"We do not say that carriers not subject to these Acts must adhere to the standards thus established with literal fidelity. That is obviously unnecessary, since the Acts do not touch them ex prorio vigore. We say, however, that there is a duty of approximate or reasonable conformity, a confirmity so great as to escape flagrant disavowal of the conception of reasonable opportunity reflected in the will of Congress. We cannot find that this measure of correspondence has been reached. The contract exacts the institution of a suit within 60 days after notice of claim, and this though negotiations for a settlement are proceeding in the interval.

"In the very case at hand the defendant had held out to the shipper the promise or at least the suggestion of an amicable adjustment. The likelihood of mistake is multiplied when vigilance is thus disarmed. The statute, on the other hand, says that carriers subject to its provisions shall not fix a period of limitation less than two years after written notice of rejection. The disparity is too great, the contrast too glaring, between the limitation prescribed for one carrier and the limitation permitted to another not differently situated.

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# Some Family History

# in connection with International Motor Trucks

INTERNATIONAL MOTOR TRUCKS have been built and perfected over a period of twenty years. Three great factories are today devoted exclusively to their manufacture.

International fleets range in numbers up to 1,800 trucks in the service of one organization. Internationals are serving all lines of industrial and commercial activity; over 6,000 merchants in one line alone are using them. Prominent owners of International fleets include the following:

Chicago Tribune
New York News
American Telephone and
Telegraph Co.
New England Telephone Co.
Fleischmann's Yeast Co.
Sherwin-Williams Co.
Standard Oil Co.
Sinclair Oil Co.

Mid-Continent Refining Co.
National Refining Co.
Prairie Pipe Line Co.
Magnolia Petroleum Co.
Indian Refining Co.
Dominion Express Co.
Crane Co.
Blue Valley Creamery Co.
Armour & Co.

Cudahy Packing Co.
Missouri, Kansas & Texas Ry.
Pennsylvania Ry.
Southern Pacific Ry.
Illinois Central Ry.
Union Pacific Ry.
Canadian Pacific Ry.
Atchison, Topeka & Santa Fe Ry.
Chicago, Burlington & Quincy Ry.

There are 103 International Motor Truck branches in the United States—the largest company-owned truck service organization in the world. Through these we maintain the Inspection Service Policy, assuring each truck frequent inspections, free, throughout its life. A unique guarantee, also for life, attaches to the crankshaft and main ball bearings in each truck.

International heavy-duty trucks are built in 3,000, 4,000, 6,000 and 10,000-lb. maximum capacities, with bodies for all requirements. There is also a sturdy speed truck for loads up to 2,000 pounds. Motor coaches for every passenger transportation need. Write for the folder, "Five Features of Superiority," and the address of the nearest showroom where the full line of new models may be seen.

# INTERNATIONAL HARVESTER COMPANY

606 SO. MICHIGAN AVE.

OF AMERICA
(Incorporated)

CHICAGO, ILL.



"A steamship company carrying merchandise to Alaska under some arrangement with a railroad for continuous shipment issues a bill of lading which Congress has in effect declared to be unreasonable if it fixed therein a limitation of less than two years for the institution of a suit. The same steamship company, it is said, makes a reasonable contract if it fixes a limitation of 60 days when it is acting independently. We are not to confuse a limitation for a preliminary notice with one for the institution of suit. Prompt notice may be necessary as a safeguard against fraud. When notice has been given so that investigation can be made there is little relation between the opportunity for fraud and a postponement of the suit. Courts of equity, even when not bound by a statute of limitations, were accustomed to apply the bar of the statute by analogy as a test of reason-

able diligence (Bowman vs. Wathen, 1 How., U. S., 189). Courts of law, in like manner, when determining the measure of diligence that may fairly be exacted, will resort to the standards and analogies of cognate statutes to inform and regulate their judgment. In the face of reiterated enactments expressing too clearly for misapprehension the judgment and the will of Congress, this bill of lading could not stand if challenged before the Shipping Board as embodying an unjust and unreasonable provision. We think its fate can be no better when challenged in the Courts.

#### The Point at Issue

"Gooch vs. Oregon Short Line R. R. (supra) is cited by the defendant as supporting a contrary conclusion. The point at issue was the validity of a provision which affected, not the time to

sue, but the preliminary notice. The decision went upon the ground that the policy declared by the statute in respect of the giving of such notices was not fairly to be extended to carriers of passengers. The analogy was not applied because the difference of conditions was so great that in truth it was no analogy. Even that conclusion was reached with vigorous dissent. In both opinions, the prevailing and the dissenting one, the implication is strong that a new standard has been established for carriers of property.

"What we have said is, of course, applicable to those carriers, and those only, that are subject to Federal regulation. We are not concerned at this time with carriers subject to regulation by the States.

"The judgment should be affirmed, with costs.

"Judgment affirmed."

(Tex. Civ. App.) In an action against a carrier for the value of household goods in which the liability of carrier had been limited to \$10 per hundredweight by the bill of lading in order to secure a reduced rate, the court erred in refusing to limit carrier's liability to the amount named therein, it being sufficient evidence of the value of the goods lost.—El Paso & S. W. R. Co. v. Keeble, 258 S. W. 859. Key No. 158 (1).

(Tex. Civ. App.) In an action against a dray company for the conversion of plaintiff's household goods, which it was holding for charges of drayage, held, that the legality of the charge made by the company for the transportation of plaintiff's goods should have been submitted to the jury.—Pittman v. Fort Worth Warehouse & Storage Co., 258 S. W. 1105. Key No. 94 (5).

(Tenn.) Evidence as to thefts by employees of a transfer company from boxes of goods hauled by it from railroad freighthouses to consignees held sufficient to sustain a decree against it for the value of goods missing from a box thus delivered by it, whether or not it was a connecting carrier presumed liable for loss of goods delivered to the initial carrier in good condition.—M. Lewis & Sons v. Illinois Cent. R. R. Co., 259 S. W. 903. Key No. 185 (3).

(Tex. Civ. App.) In an action against a dray company for conversion of plaintiff's household goods, where the company had promised not only to transport plaintiff's goods from one house to another, but to place them in the house to which she was moving, the company was obligated to fulfill its contract before it was entitled to its charges.—Pittman v. Fort Worth Warehouse & Storage

#### DIGESTS

R ECENT legal cases of interest to warehousemen are digested herewith. A full printed report of any case may be obtained for twenty-five cents by addressing the editor of Distribution & Warehousing to cover publisher's costs. Key number should be specified.

Co., 258 S. W. 1105. Key No. 188.

(Wash.) Improper loading is ordinarily such a fault on the part of the shipper as will relieve a common carrier from its common-law liability to safely deliver goods it undertakes to carry, especially where the fault in loading carload lots consists of internal defects, not known to the carrier, from which the loss ensues in the ordinary course of handling and transportation.—American Cotton Oil Co. v. Davis, 224 P. 23. Key No. 121.

(A shipper assuming the responsibility of loading a car assumes responsibility for all defects necessarily invisible to the agent of the carrier who accepts the freight, or not discernible by ordinary observation or such inspection as he can readily make, and the carrier is not liable for loss or injury resulting from such defective loading.—

Id.)

(Tex. Civ. App.) In an action for damages for conversion of household goods by a dray company employed to move plaintiff's belongings, that plaintiff, after the goods were taken, refused to accept them when tendered, either out of court or in, did not preclude her from recovery for such conversion, since, having been put to the expense of replacing the goods converted, she was not obligated to accept the goods tendered thereafter .- Pittman v. Fort Worth Warehouse & Storage Co., 258 S. W. 1105. Key No. 91.

(Mo. App.) Where canned tomatoes were stored in a warehouse belonging to one who had a
lien for supplies furnished and used
in canning, and where the warehouseman and lienor, to protect
his interest, insured such goods,
held, that after their destruction
by fire he was not required to
credit the proceeds of his insurance against the amount due him
from the owner for the supplies
furnished.—Julian v. Davis, 259
S. W. 142. Key No. 22.

(Ill.) Buyer, who was entitled to possession of goods which seller had consigned to itself and had stored in a warehouse because of disputes, held entitled to sue for possession, seller not being a bona fide purchaser for value to whom warehousemen would be liable for delivery of goods without surrender of warehouse receipt or bill of lading; Warehouse Receipts Act, § 25, and Uniform Bills of Lading Act, § 24, requiring surrender or impounding of receipt or bills of lading not being applicable to actions of replevin.—Rudin v. King-Richardson Co., 143 N. E., 198. Key No. 25 (4).

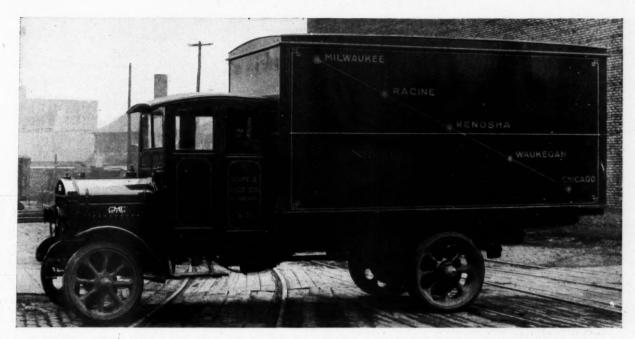
(Wash.) Uniform Warehouse Receipts Act (Rem. Comp. Sta. §§ 3634, 3635), as to negotiation of a negotiable warehouse receipt, merely prevents the assertion, against its transferee, of a secret lien or title, or one accruing subsequent to its issuance.—Arnold v. Peasley, 222 P. 472. Key No. 17.

(The marketing agreement between a wheat grower and a wheat grower's association is at most in the nature of a secret lien, whereby, in the absence of notice, neither the subsequent mortgagee of the growing crop nor the warehouseman issuing a warehouse receipt for the harvested wheat would be affected.—Id.)

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# Trucking Costs Have Been Cut— Have You Cut Yours?

EVERYBODY knows that a truck will pull a bigger load than it will carry. And warehousemen and others with heavy loads to haul are discovering that there is a big profit in the employment of GMC Tractor Trucks and Trailers. With one operator and one engine of economical size, a GMC fifteen-ton Tractor Truck will pull a full fifteen-ton load anywhere its wheels can get traction.

It will walk up grades and go through mud where an ordinary five-ton truck with a capacity load would stall.

One-third the number of trips to move the same tonnage. One third the labor cost for drivers!

The famous GMC Two-Range Transmission gives surplus power for the pinches—then at a shift of a lever—speed for the easy going.

Before you buy any more trucking equipment, study the GMC catalog. It is a wise move in the direction of more efficient, more economical hauling.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC. MICHIGAN

# General Motors Trucks



#### -Clip and Mail-

General Motors Truck Co., Dept. 40 Pontiac, Mich.

Send me the GMC catalog.

Business .....

Business

Address .....

#### INTERSTATE HAS NEW PHILADELPHIA PLANT

(Concluded from page 32)

tion to the valuable contents to be stored. To the right and directly opposite the door for the rug vault is a stairway leading to the upper level of the shipping platform. This shipping and receiving platform is approximately 21 feet wide by 72 feet long, giving ample space for the receiving of all commodities during the busy season, and to be utilized for the storage of commodities packed for shipment.

The shipping platform is tail-gate height above the street level. All of the first floor, with the exception of the platform, will be at the street level, with a mezzanine floor for the storage of pianos, musical instruments and paintings covering the lower portion of the building.

The basement with full basement height, is well ventilated by areaways and windows in the rear, where the packing room is located. The packing room is 52 feet long by 25 feet wide, with a lavatory for employees located in one corner. Adjacent to the packing room is a vault for packing material and a vault for excelsior, with doors opening directly into the packing room.

Across the corridor is located the machine room and bunker coil rooms for the cold storage machinery. Directly in the rear is located the boiler room and heating room of the plant. The balance of the basement is used for storage pur-

The second and third floors will be for open storage, and so arranged that new automobiles may be stored, with an elevator of sufficient size and capacity to handle the cars, the elevator running directly to the grade of the street. The balance of the floors are divided into private rooms, using a white gypsum block partition with labeled steel fire doors.

The entire arrangement of the building is such that every available square foot of floor space may be used for an earning power, eliminating as far as possible any waste space.

The building was designed and is being erected under the supervision of Charles H. Moores, registered architect, and Moores & Dunford, Inc., warehouse engineers, New York City. The construction work is being handled by the Industrial Engineering Co., New York City.

#### Charles F. Williams Dies

Charles F. Williams, former president of the Freight Agents' Association of Boston, died on June 16 at his home in Wollaston, Mass. He was born in Portland, Me., in 1846.

#### New Waukesha Company

The Waukesha Storage Warehouse has been opened for business in Waukesha, Wis., by John McGovern, veteran transfer man, and will engage in general storage, forwarding, distributing, freight transferring, packing, shipping and short and long distance motor transport. The latter service will be operated with a

five-truck fleet which has developed from the horse and dray wagon business in which Mr. McGovern joined his father in 1889.

The McGovern warehouse business occupies the remodeled structure which was formerly the Clysmic Spring factory. The warehouse company maintains an office at 272 South Water Street, Milwaukee.

# CONSTRUCTION, REMOVALS, PURCHASES AND CHANGES

Canton Company of Baltimore, Md., plans a \$100,000 addition to its Warehouse No. 4. It will be three stories high and 80 by 200 feet.

Cedar Rapids Transfer & Storage Co., Inc., is the new name of the Cedar Rapids Transfer Co., Cedar Rapids, Iowa.

DeGroot Transfer Co., Grand Rapids, Mich., will erect a three-story warehouse, 40 by 130 feet, on Leonard Street, N. W., opposite the Michigan railway freight depot.

Exporters and Traders Compress & Warehouse Co., Waco, Tex., has increased its capital stock to \$300,000 from \$200,000.

Foot's Transfer & Storage Co., San Pedro, Cal., has completed and put into operation its new warehouse, located on a spur track in the harbor industrial district. The building has 9000 square feet of floor space and will be used for merchandise storage.

Hygeia Refrigerating Co., Elmira, N. Y., has increased its capitalization to \$350,000 from \$250,000.

Weber Storage & Distributing Co., Chicago, has purchased, for \$300,000, the entire building in which its La Salle warehouse is located, at Fortieth and Federal Streets. This will enable the company to have the entire space, 100,000 square feet, for its own occupancy and, with its other warehouses, will mean a total of 270,000 square feet being operated.

# NEW INCORPORATIONS WITHIN THE INDUSTRY

Fruit Growers Warehousing Corp., Rochester, N. Y. Capitalization, \$300,-000. Incorporator, G. W. Dunn.

Groves Storage Warehouse Co., Kansas City. Capitalization, \$5,000. To do a general transfer, storage and moving business. Incorporators, John A. Groves, Walter B. Groves and C. W. Lewellyn.

Hermitage Auto & Warehouse Co., Nashville, Tenn. Capitalization, \$5,000. Incorporators, R. B. C. Howell, G. Anderson, M. B. Adams, M. P. O'Connor and Alfred T. Adams.

Portage Warehouse Co., Inc., Akron, Ohio. Capitalization, \$25,000. Incorporators, Julius Dannemiller and F. W. A. Whittemore.

Silverton Warehouse Co., Silverton, Ore. Capitalization, \$1,000. Incorporators, John C. Goplerud, E. O. Nelson and Morris Ames.

#### REILLY IS BUILDING A HOUSE IN BROOKLYN

(Concluded from page 33)

and walls, ceilings and floors of the silver vault, trunk vault and rug vault are all of heavily reinforced concrete, providing ample protection for storage of valuables.

Directly in front of the trunk room nad rug vault is a small space in which is included a room for the storage of tackles, ropes, piano dollies, etc.; also a lavatory for the employees, the one for the office force being located next to the manager's office, giving three on the first floor.

Directly in front of the rug vault a stairway leads up to the elevated level of the shipping platform, which is tailgate height above the street level. This platform is 60 feet long by approximately 20 feet wide, with a freight elevator of modern leveling type located adjacent to the corridor leading to the office and running from the basement to the top floor.

In the rear of the shipping platform is a stairway leading to the mezzanine floor and to the basement. In the basement are located a spacious packing room, drivers' room, excelsior vault, packing material vault, boiler room and coal bunker, with the front portion used for open storage.

Three floors of the space above are for open storage and the balance is divided off into private rooms of specially assorted sizes which are made of terra cotta with steel labeled fire doors. It is notable there is no stairway in this building outside of the fire tower, making a trifle more than 73 per cent of the space on each floor available for storage purposes.

The entire layout of this building is so designed as to use every cubic foot of space possible for an earning power, assuring a minimum of waste space and high returns on the investment.

The building was designed and is being built under the supervision of Charles H. Moores, registered architect, and Moores & Dunford, Inc., warehouse engineers, New York City. The construction work is being handled by the Mark C. Tredennick Co., New York City.

#### Alexander Arnold Dies

Alexander Arnold, president of the Toledo Merchants Delivery & Storage Co., Toledo, Ohio, died recently. He was a member of the National Furniture Warehousemen's Association and of the Ohio Association of Commercial Haulers and was active in Toledo's charity and philanthropic work.

#### New Bay State Company

The Lyman Warehouse & Distributing Co. has been organized in Springfield, Mass., to conduct a general storage business. Capital, \$25,000. The incorporators are Julius L. Nathan, Marion Levin and Abraham Smith.

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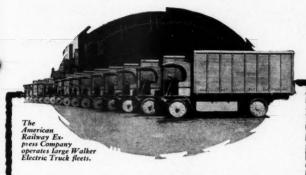
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"It has been demonstrated beyond a reasonable doubt that electric trucks are more economical, speedier and better adapted in many ways to more than threequarters of all city service, namely, the 75 per cent to 85 per cent of such service which involves short hauls or frequent stops."

"Why should thousands of

firms defer a change in their delivery equipment which would save them thousands of dollars yearly - in many cases increasing their profits by 20 to 25 per cent and in some cases transferring a yearly loss into profit? The probable answer is that they do not realize the importance of delivery."

It will profit you to read "The Electric MotorTruck" By Edward E. La Schum

General Superintendent of the Motor Vehicle Equipment of the American Railway the largest user of electric trucks in the world.

A book for prac-tical truck men by a practical truck man.

Extracts from "The Electric Motor Truck"—By Edward E. LaSchum

Before you buy more trucks investigate the Walker-leading Electric. Ask the users in your own field

WALKER VEHICLE COMPANY, Chicago Leading Manufacturer of Electric Street Trucks

Branches: NEW YORK

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BOSTON PHILADELPHIA BIRMINGHAM

Distributors in Principal Cities

Load Capacities: 1/2-3/4-1-2-31/2-5 tons

LOWEST TRUCKING COST ON CITY ROUTES



# A New Period of Tire Economy

Tire economy to the Fisk Rubber Company means not only giving the greatest number of miles for every tire dollar, but giving this mileage with fewest delays—with greatest cushioning protection for the truck and with maximum traction on any roadbed.

Fisk Truck Cords actually bring this true tire economy. A deeper, tougher tread supported by a scientifically balanced carcass is responsible for this longer, trouble-free mileage. The specially resilient rubber provides greater cushioning for the truck against the pounding of the road. And the exclusive Fisk non-skid Button Tread means positive traction regardless of road conditions.

A Fisk on one wheel will convince you.



Fisk also makes Solid Tires designed for every type of heavy work.

# THE FISK TIRE COMPANY, Inc.

CHICOPEE FALLS, MASS.





#### TIERNEY OFFERS MOTOR LIABILITY INSURANCE

A NEW form of automobile liability insurance was presented to the members of the New York Furniture Warehousemen's Association for their consideration at their June meeting, held on the 9th at the Aldine Club. The proposition was submitted by Howard S. Tierney, Inc. and is described, in a letter from Mr. Tierney to the insurance committee, of which Ernest H. Milligan is chairman, as follows:

"\$5/10,000 limits rate for a 2-ton truck in New York City is \$220 per year. The company is willing to write an annual policy with limits of \$5/10,000 for \$99 per year without any adjustment The rate for property damage is \$63 per \$1,000, and the company is willing to write that amount of insurance for a flat premium of \$28.35. In addition the company is willing to experience-rate any fleet of five or more cars, and an additional credit ranging from 5 to 25% would be allowed providing the experience of the risk showed this credit to be warranted. premiums covering three or more vans, the payment of the premium can be arranged on a quarterly deposit basis. To illustrate:

"A fleet of four gasoline trucks and two electrics with limits of \$5/10,000 where the experience for the past two years shows that they have had no accidents, and therefore obtain a maximum credit of 25%, the premium on the four gas cars at \$74.25 for public liability, and \$21.27 each for the property damage, and \$55.69 per car for the liability insurance on the electric; \$15.96 each for the property damage to the amount of \$1,000, would call for a total annual premium of \$525.30 for the six cars, to be paid in quarterly installments.

"These rates are based on the fact that the cars will be in operation between 45 and 55 per cent of the time. If a warehouseman should feel that his cars were used less than 45% of the time, the policy would be written on this basis with an indorsement to the effect that daily use records would be maintained, and in the event the daily use records show the cars were only used to the extent of 35% during the period of a year, he would receive a return premium of ten-fifty-fifths (10/55ths) of the respective rates used in computing the premium upon expiration of the policy."

#### Excess Valuation

The association voted in favor of charging 50 cents as a rate for excess valuation for house to house moving. The excess valuation on goods in storage will remain at 25 cents, as decided upon at a previous meeting.

A letter was read from Henry Reimers, Chicago, executive secretary of the National Furniture Warehousemen's Association, pointing out that many members were failing to use the standard form of damage report which the National adopted several years ago.

William R. Wood, president of the New York association, urged the members to resume using the form.

King-Parker, Inc., was elected to membership.

#### MILWAUKEE FURNITURE MOVERS ARE ORGANIZED

ELEVATION of the furniture moving business in Milwaukee to high standards is the purpose of the Milwaukee Furniture Movers' Association, recently organized. This body started with two members and has rapidly grown until today it includes some forty leading movers in its ranks. The officers are:

President, Joseph Shinners, Shinners Brothers.

Vice-President-Al Benson.

Secretary—J. E. Schaus, president United Fireproof Warehouse Co.

Treasurer-Harrison Schultes.

The association is planning a campaign of advertising designed to educate the public regarding the ideals among the movers and to bring out points which should react favorably to their business. Telephone directories and other publications and other advertising mediums will be utilized to get their message across.

A shippers' pool has been formed, and this is tending to avert duplication of inter-city transport overhead costs. It is estimated that the association has already saved its members thousands of dollars in this way.

#### New Republic Truck

The Republic Motor Truck Co., Alma, Mich., announces a new model, 10-F, of 1½ tons capacity, designed to haul what is commonly termed an "average load." The wheelbase has been considerably lengthened, as compared with Model 10, assuring a better load distribution, easier riding qualities and greater tire economy, it is claimed. It can be equipped with either pneumatic tures or of the new cushion (solid) tires, according to the character of the service it is called upon to perform.

#### Army Base to Shipping Board

Announcement is made by Secretary of War Weeks that the docks and piers of the Army Base in Norfolk are by order of President Coolidge being turned over to the United States Shipping Board. The Executive order will permit the War Department to continue possession of the land lying back of the warehouses and docks.

#### Keyser a Chamber Governor

Malcom A. Keyser, president of the M. A. Keyser Fireproof Storage Co., Salt Lake City, Utah, has been elected a member of the board of governors of the Salt Lake Chamber of Commerce—Commercial Club.

#### NATIONAL TRUCK BODY ELECTS W. C. WHEELOCK

HE twenty-second annual convention of the National Team and Truck Owners' Association was held, with many warehousemen participating, at the Shirley-Savoy Hotel, Denver, on June 23 and 24 with about 200 delegates from all parts of the country. Officers were elected as follows:

were elected as follows:
President, W. C. Wheelock, president
Liberty Cartage Co., Cleveland.

First vice-president, E. A. H. Baker, manager Kennicott-Patterson Transfer Co., Denver.

Second vice-president, William T. Graud, St. Louis.

Secretary (re-elected), Frank F. Tirre, St. Louis.

Treasurer (re-elected), William J. McDevitt, Cincinnati.

To fill vacancies on the board of directors the following were chosen:

F. C. Bartle, president Merchants Storage & Transfer Co., Denver; Joseph W. Glenn, O. J. Glenn & Son, Buffalo; S. A. Sted, manager General Storage Co., Cleveland; W. S. Hamilton, San Francisco; James C. Snyder, Buffalo.

The association's retiring president, Joseph X. Galvin, Chicago, advocated enactment of Federal legislation requiring truck and taxi owners to carry insurance to protect the public. He added:

"We will have to get out of the business the fellows who break down the highways and who won't obey the laws. We need fair rates based on service and responsibility. The men who overload and who drive faster than the law allows must be punished."

Mr. Galvin estimated that the members of the association own \$65,000,000 worth of equipment.

Addresses were made by Fred D. Zimmerman, advertising manager of the Continental Oil Co.; A. J. Seyter, division manager of the Mack Truck Co.; C. P. Clark, Los Angeles, representing the National Automobile Chamber of Commerce; E. H. Hart, president of the Oakland, Cal., Chamber of Commerce; and George B. Collison, business manager of the Denver Chamber of Commerce.

#### Walker Buys Plot

J. M. Walker, president of the O. K. Storage & Transfer Co., Memphis, Tenn., has purchased property with 37½-foot frontage on North Second Street and plans to build an addition which would give a Second Street entrance to the present warehouse facing on Jefferson Avenue. Meanwhile the O. K. company has plans under way for putting up a new warehouse at 1500 Madison Avenue.

#### Kincaid Is Garford V-P

Russell M. Kincaid has been elected vice-president of the Garford Motor Truck Co., Lima, Ohio. He was formerly assistant to the president, Emmet R. Curtin.

# Outfit Your Men With

They Advertise Your Business

ALLOVA Work Suits solve the problem of outfitting your men at low cost, keeping them neatly and comfortably dressed—and all the time they advertise your business! These sturdy, good-looking one-piece suits wear long and well. Made of first-quality materials. Cut big and roomy. Every seam stitched to stay. Pockets reinforced with double thickness of material. All buttons covered. Made in solid blue, white, khaki or blue and white striped. Sizes 34-50, no extra charge for extra large sizes.

Many storage and moving companies are buying ALLOVA Suits in dozen lots and supplying their employees at less than wholesale prices. Here are our Direct from Factory Prices on ALLOVA Work Suits:

6 Suits—\$3.25 each 12 Suits—\$3.00 each

25 Suits—\$2.87½ each 50 Suits—\$2.75 each Caps to match suits, \$4.50 dozen

We embroider your name or trademark in fast colors for 25c per garment. Choice of red, blue, white or You are safe in ordering direct from this advertisement. Satisfaction guaranteed. Be sure to state sizes wanted.

Sample Suit on Approval! Know the real value of ALLOVA Work Suits. Let us send you a sample suit on approval. State size wanted and enclose your firm name or trademark. If not perfectly satisfactory, return suit at our expense. Order a sample suit today!

MOTOR SUIT MFG. CO.

701 Central St.

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Let Your Name Be Known "ALLOVA"



"For addressing Shipping Tags and Labels IT HAS NO EQUAL.

"It saves us much valuable time, insures accuracy and legibility in our Shipping Department."

"It does all you claim for it and is well worth

Thousands of like expressions come from satisfied MULTISTAMP users all over the world IT WILL DO JUST AS MUCH FOR YOU.

Two sizes—No. 1, for Tags, Labels and rub-ber-stamp requirements \$7.50 with complete equipment-No. 3, for postal cards and larger duplication \$15.00 U.S.A. Eventually you'll own one-why not NOW?

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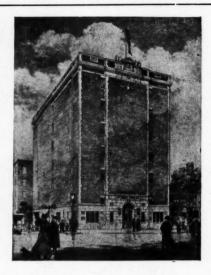
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# Designed by MOORES & DUNFORD, INC.







# You pay for floor space—You are paid for storage space

Make 70 to 75% of your floor space pay you dividends!

NOT how much floor space but how much earning space is what counts. The right design and layout might add thousands of dollars to the earning capacity of your new warehouse. An increase of 5 to 25% available renting space might mean the difference between a 5% income and a 25% income!

Economies in building in materials and operations reduce your investment and result in a higher rate of profit.

The intelligent planning of your building is as vital to your future profits as sound management and operation.

Let us help you plan soundly.

As specialists in warehouse design we can help you build to your special needs and with maximum STORAGE space. As warehouse cost specialists we can serve you in preparing estimates, in securing contract bids, and in reducing the building costs thru our close contact with supply sources and our familiarity with trade conditions.

As specialists in warehouse construction we can supervise and check up for you on the actual building operations.

We can help you build for less money. We can help you secure the highest returns.

Our methods will interest you. Ask us to place the complete details in your hands. WE CHARGE NO FEE FOR CONSULTATION AND ADVICE. Write, wire, telephone or call on us.

# MOORES & DUNFORD, Inc.

110 E. 42nd St.



**New York City** 

1924

# Shippers' Index

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

#### "ANDY SAYS" (With apologies to K. C. B.)

THERE COME times IN ALL our lives WHEN WE can offer THAT "PLUS" service FOR WHICH WE EXPECT nothing-AND GET nothing IN RETURN. THAT OPPORTUNITY CAME TO US RECENTLY, AND WE grabbed it, AND HERE it is. THE "LONDON Directory" PUBLISHED IN LONDON, ENGLAND. ENJOYS A world wide CIRCULATION, AMONG MANUFACTURERS LOCATED IN Europe, AND INDIA and China, AND JAPAN and Africa, AND AUSTRALIA, beside MANY OTHER countries

WHERE PRODUCTS are made GOOD AND responsible FOR SHIPMENT TO AMERICA. THIRTY THOUSAND SUBSCRIBERS PAY TEN dollars each FOR THIS Directory FOR THE Information IT CONTAINS. THESE MANUFACTURERS NEED WAREHOUSING AND DISTRIBUTING CONNECTIONS IN THIS country AND MANY times DON'T KNOW where TO FIND them. SO WE decided TO USE . . . A FULL page ad TELLING THEM about "DISTRIBUTION AND WAREHOUSING" WHERE THEY can find

WAREHOUSEMEN and DISTRIBUTORS REGULARLY ADVERTISED IN OUR "Shippers Index" ALL OF which GOES TO prove THAT WE don't forget TO PROMOTE the interests OF THE industry OUR PUBLICATION REPRESENTS. THIS IS our way OF TAKING OUR ADVERTISERS' story INTO ALL names OF THE world THROUGH CHANNELS THAT EVEN the largest WAREHOUSING CONCERN COULD HARDLY afford TO USE AS AN individual firm BUT WHICH

WHEN DONE this way FORMS THE link CONNECTING ALL ADVERTISERS IN OUR publication WITH THESE manufacturers ALL OVER the world WHO OTHERWISE MIGHT NEVER BE HEARD of I THANK you.



The Warehouseman who advertises his ability to serve is deserving of the Shipper's first consideration.

### CONVENTION CALENDAR

| September                                                                   | ecided)       |
|-----------------------------------------------------------------------------|---------------|
| December Central Warehousemen's Club                                        |               |
| December                                                                    | hicago        |
| December American Chain of Warehouses                                       | Chicago       |
| December 8-12 American Warehousemen's Association                           | Chicago       |
| December or January National Furniture Warehousemen's Association (To be de | ecided)       |
| January, 1925                                                               | couver        |
| January, 1925 Massachusetts Warehousemen's Association                      | Boston        |
| January, 1925 New Jersey Furniture Warehousemen's Association               | <b>Vewark</b> |
| January, 1925 New York Furniture Warehousemen's Association New             | w York        |
| January, 1925                                                               | ecided)       |
| February, 1925 Kansas City Warehousemen's Association Kansa                 | s City        |
| February, 1925                                                              | ltimore       |
| February, 1925                                                              | ecided)       |
| February, 1925                                                              |               |
| May, 1925                                                                   |               |

#### BIRMINGHAM, ALA.

### Charlie's Transfer Co.

Incorporated 1903

# Distributors and Forwarders Storage and Hauling

We specialize on merchandise handling. Private siding, connecting with all railroads.

#### BIRMINGHAM, ALA.

ESTABLISHED-1880

OVER 40 YEARS OF HONORABLE SERVICE

# HARRIS TRANSFER

AND

# WAREHOUSE CO.

MODERN FIREPROOF WAREHOUSE MERCHANDISE and HOUSEHOLD GOODS STORAGE HAULING PACKING

Prompt Service—Accurate Accounting
Offices, Lincoln Life Building

#### BIRMINGHAM, ALA.

# Hess-Strickland Transfer & Storage Co.

General Merchandise, Furniture and Household Goods Storage

Distribution of Pool Cars Given Special Attention—Motor Trucks in Addition to Wagon Equipment—Track Connections with All Railroads.

#### MONTGOMERY, ALA.

# LEADING WAREHOUSEMEN

DISTRIBUTION—HAULING
PACKING — STORAGE of
HOUSEHOLD GOODS
MERCHANDISE and AUTOMOBILES

TWO LARGE WAREHOUSES—PRIVATE SPUR LARGE FLEET OF MOTOR TRUCKS

#### ALA. MOTOR TRANSFER CO.

COR. LAWRENCE and RANDOLPH-132 LEE

#### MONTGOMERY, ALA.

"Service That Satisfies"

#### Moeller Transfer & Storage Company

105 WATER STREET, MONTGOMERY, ALA. Storage, Forwarding and Distributing

#### NOGALES, ARIZ.

#### Walker Transfer and Storage Co.

Pool Car Distributors

Storage—Packing—Moving—Shipping COAL DEALERS Motor Truck Equipment

243 Grand Ave.

Nogales, Ariz.

#### TUCSON, ARIZONA

# Tucson Warehouse & Transfer Co. POOL CAR DISTRIBUTORS FIREPROOF STORAGE

26 North Scott St.

Tucson, Arizona

#### FORT SMITH, ARK. [

# Fort Smith Warehouse Co.

Rogers Ave. & Second St.

MERCHANDISE STORAGE and POOL CARS

#### BIRMINGHAM, ALA.



#### WARRANT WAREHOUSE COMPANY

Established 1905



BIRMINGHAM

and

MOBILE

Fireproof Sprinklered Warehouses

Sidetracks connecting with All Railroads

DISTRIBUTION — STORAGE — LOANS

Operates Its Own Trucks and Teams
LOWEST INSURANCE RATES IN THE SOUTH

#### FORT SMITH, ARK.



O.K. TRANSFER & STORAGE CO.

Rogers Ave. and 2nd St. FORT SMITH, ARK.

Storing—Shipping—Moving

Pool-Car Distributing a Specialty



The Men Who Distribute

# Crystal Domino Sugar

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

1924



BERKELEY, CAL.

# **STUDENTS**

Transfer & Storage Co.

"ALWAYS MOVING"



The Leading Fireproof storage place in Berkeley

We give daily service to Oakland, Alameda, Piedmont, Emeryville and San Francisco

TUDENTS TORAGE SERVICE

EL CENTRO, CAL. IMPERIAL VALLEY

# PIONEER TRUCK and CO.



Wareh Warehouse: S. E. Cor. 3rd & State Sts. Office: 114 N. 5th St.

Only Reinforced Concrete Warehouse for Storage and Carload Distributing Throughout the Whole Imperial Valley.

Daily Truck Service to All Valley Towns. Our Stock in Trade, SERVICE.

FRESNO, CAL.



California **Shipments Promptly** Handled

Los Angeles 5 S. Figueros Street

1248 Van Ness Ave.

Distributors of pool car shipments.

Private spur.

-12 fireproof deposi-tories in California.

San Francisco 13th and Mission

22nd and San Pable

FRESNO, CAL. [

Valley Van & Storage Co., Inc. Private Spur

Distributors of Pool Cars of Household Goods, Machinery and Merchandise Office: 842 Broadway, Fresno, Calif.

HOLLYWOOD, CAL.

LOCATED IN THE CENTER OF RESIDENTIAL LOS ANGELES

Hollywood Storage Company, Inc. "FIREPROOF"

Private siding P. E. RR. We have Los Angeles terminal rates Consign to Hollywood via U. P. or S. P. RR.

1666 N. Highland Ave.,

Hollywood, Calif.

LONG BEACH, CAL.



#### HOUSEHOLD GOODS MERCHANDISE

Removals, Packing, Forwarding, Distributing 4 Warehouses 100,000 sq. ft. STORAGE Warehouse Spur—U. P. Sou. Pac. & Pac. Elec.

MEMBERS: { California Warehouseman's Assn. Pacific Coast Furniture Warehouseman's Assn. National Furniture Warehouseman's Assn.

San Pedro-DOCK CONNECTIONS-Wilmington
SERVICE SAFETY

LOS ANGELES, CAL.



California Shipments Promptly Handled

Distributors of pool car shipments. S. Figueroa Street

Private spur.

-12 fireproof depositories in California.

San Francisco

Oakland 22nd and San Pablo LOS ANGELES, CAL. |

For "Service with Security" Ship

to

California Fireproof Storage Co. 2808 W. Pico St. LOS ANGELES

W. E. BROCK Vice-Pres.

F. L. ALLEN

F. M. BROCK Treas.

LOS ANGELES, CAL



**Pool Carload Distributors** 

Handling goods destined to points in SOUTHERN CALIFORNIA and ARIZONA

TRANS-PACIFIC PORTS 322-324 EAST THIRD STREET

LOS ANGELES, CAL.

Located in the Center of Downtown Rusiness District



Curtis C. Colyear, Prop. MAIN OFFICE—415 S. San Pedro St.

Warehouse No. 2
415 S. San Pedro St. Fireproof.
Warehouse No. 4
540 S. Alameda St. Sprinkler Equipped.

American Warehousemen's Association
Member Sat'l Furn. Warehousemen's Association
Pacific Coast Warehousemen's Association
Los Angeles Warehousemen's Association
Moving—Packing—Storing—Shipping
Pool Car Distribution—Household Goods—Merchandise
Twenty-Two Years of Dependable Service

LOS ANGELES, CAL.



# Co-operation

Consign to L. A. Warehouse-the largest fireproof repository for household goods on the Pacific Coast. We co-operate to the utmost and treat your customers as we do our own.

Los Angeles Warehouse Co. 316 Commercial St. Los Angeles



LOS ANGELES, CAL

LOCATED IN THE CENTER OF RESIDENTIAL LOS ANGELES.

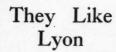
### Hollywood Storage Company, Inc.

"FIREPROOF"
Private siding P. E. RR. Car Distribution We have Los Angeles terminal rates
Consign to Hollywood via U. P. or S. P. RR.

1666 N. Highland Ave.

Hollywood, Calif.

LOS ANGELES, CAL.



Los Angeles people like Lyon storage and moving facilities. Consign house-hold goods to Lyon and please your customers.



MEMBER

National Furniture Warehousemen's Asso

# Consign to LYON



Immediate service when bill of lading received.

Two modern fireproof warehouses conveniently located in residential districts with private spur

Collections handled promptly.

LOS ANGELES, CAL.

WE SOLICIT YOUR SHIPMENTS AND POOL CAR DISTRIBUTION

LOS ANGELES 941 W. 16th ST.

SAN DIEGO OFFICE 962 Second St.

THREE WAREHOUSES-PRIVATE R.R. SIDINGS Members Pacific Coast Furniture Warehousemen's Associatio National Furniture Warehousemen's Association

### The Men Who Distribute Carey Salt

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

, 1924

LOS ANGELES, CAL, [

RICHARDS TRUCKING G & WAREHOUSE COMPANY

668 SO. ALAMEDA ST. LOS ANGELES, CALIF.

We solicit
your commercial storage and pool car distribution, as we are located on free trackage, and operate both City and Interurban Motor Truck Service, in most of the territory surrounding Los Angeles, We are authorized franchise carriers under the Railroad Commission.

Agents: Baldwin Universal Co. DELIVERY"

Route "VIA RICHARDS"

SPECIAL STEAMSHIP CONNECTION FROM WILMINGTON & SAN PEDRO HARBOR TO LOS ANGELES

LOS ANGELES, CAL.



#### 1,500,000 Square Feet of

Modern Fireproof Warehouse Space in Los Angeles and at the Port of Los Angeles Free and U. S. Customs Bonded Storage Insurance Rate 18 cents

#### Storage — Forwarding — Distribution — Cartage

Space Leased for Private Warehouse, Office and Display Desk Space with Desk and Office Service Rented Cotton Pressed to High Density Special equipment for the proper handling of various commodities

Steamer Space booked when requested

We can serve you in some capacity and would suggest that you complete your file by requesting the rates for our specialized service.

Bonded for \$100,000,00

UNION TERMINAL WAREHOUSE COMPANY UNION TERMINAL WAREHOUSE CORPORATION SHATTUCK & NIMMO WAREHOUSE COMPANY LOS ANGELES, CALIFORNIA

LOS ANGELES, CAL.

WEST COAST WAREHOUSE CO. OF LOS ANGELES MERCHANDISE STORAGE

DISTRIBUTION

Ample Trackage Efficient Service

Central Location

Sixth and Utah Sts. LOS ANGELES

E. Jordan Brookes, Owner and Manager,

GENERAL STORAGE

OAKLAND, CAL.



Shipments Promptly Handled

Los Angeles 1335 S. Figueros Street

Fresno 1248 Van Ness Ave. -Distributors of pool car shipments.

-Private spur.

-12 fireproof depositories in California.

San Francisco 13th and Mission

Oakland 22nd and San Pablo

OAKLAND, CAL.





AL. T. GIBSON, Pres

SAN DIEGO, CAL

WE SOLICIT YOUR SHIPMENTS AND POOL CAR DISTRIBUTION

#### PRUDENTIAL

STORAGE AND MOVING CO.

LOS ANGELES OFFICE—941 W, 16th St. SAN DIEGO OFFICE—962 Second St.

THREE WAREHOUSES—PRIVATE R.R. SIDINGS
Members Pacific Coast Furniture Warehousemen's Association
National Furniture Warehousemen's Association

SAN FRANCISCO, CAL.



California **Shipments Promptly** Handled

Los Angeles 1335 S. Figueroa Street

Distributors of pool car shipments.

Private spur.

-12 fireproof depositories in California.

San Francis 13th and Mission

22nd and San Pablo

SAN FRANCISCO, CAL.

Consign to

#### THE HASLETT WAREHOUSE CO.

GO CALIFORNIA ST., SAN FRANCISCO

Pioneer in the Warehouse and Distribution Business
Operating in the Loyied Distribution Center of the Pacific Stope with
Complete Love Insurance Rates

Love Insurance Rates

S. M. HASLETT, President P. E. HASLETT, Secretary
Member American Warehousener's Assir.
Member American Chain of Warehouses.

SAN FRANCISCO, CAL.





AL T. GIBSON, Pre

SAN FRANCISCO, CAL.



Storing and Distributing Merchandise Our Specialty

Let us handle your San Francisco shipments.

We supply the necessary services for the handling of merchandise through a modern warehouse.

San Francisco Warehouse Co. 625 Third Street



SANTA MONICA, CAL.

STORING-MOVING PACKING-SHIPPING PIANO MOVING A SPECIALTY

SECURITY VAN & STORAGE CO., INC.

New Fireproof Storage

Pres., M. ZERBONI Los Angeles Office 352 Towne Ave. Gen. Mgr., M. W. ZERBONI Main Office and Warehouse 1417 2nd Street, Santa Monica

# DENVER, COLO.

DENVER, COLO.



Member { C. T. & S. A. N. F. W. A.

# WAREHOUSE

Household Pool Car Distributors

Your Stocks With Us 150,000 Sq. Ft. Space

#### **DENVER**

Serves Two Million Population

Send Pool Cars in our care for distribution. 42 teams and trucks insure prompt service to customers and satisfaction to you.

The Johnson Storage and Moving Company, Inc. 221 BROADWAY

MODERN FIREPROOF WAREHOUSE

DENVER, COLORADO

The Kennicott-Patterson Transfer Co.
1700 Sixteenth St. DENVER, COLORADO

COLORADO SPRINGS, COLO.





Members N. F. W. A., C. W. C., and Colo. T. & W. A.

#### DENVER, COLO.

F. C. Bartle, President A. M. Burroughs, Secretary C. J. Thurber, Treasurer

# The Merchants Storage & Transfer Co., Inc.

### Drayage and Storage Distribution

OFFICE 1556 Wazee Street Telephone Main 6667 WAREHOUSES 1821 Wazee Street Telephone Main 1632

#### Sprinkler System Warehouse

Free Switching from All Railroads
Centrally Located in Shipping District
Storage of Merchandise and Household Goods
Household Goods Shipped to All Points
at Reduced Rates

Distribution of Pool Cars Our Specialty

#### Member

Central Warehousemen's Club Colorado Transfer Companies Association American Warehousemen's Association Denver Transfer Companies Association

Correspondence Solicited

DENVER, COLO.

A. H. AMICK

E W DISCHED



Amick Transfer & Storage Co.
1029 Santa Fe Drive, Denver, Colo.
FIREPROOF WAREHOUSE

Pool cars distributed.
Local and interurban truck
service.
Low insurance rates.

Household Goods
Complete packing service.
Reciprocity at every opportunity.
Open or private storage.

The Men Who Distribute

### U. S. Envelopes

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

1924

DENVER, COLO.

# When You Need SERVICE

in Denver and vicinity



we are the distribution and warehousing specialists who can serve you best

Our vast experience as receivers, forwarders and distributors has fitted us to handle your every requirement in the most satisfactory way.

Our spacious warehouses located within a short haul of all local freight depots, the wholesale and retail district, and connected by track with every railroad entering Denver, is at your disposal—comprehensive service and full protection at extremely low rates. We are thoroughly equipped to distribute General Merchandise, Heavy Machinery, Household Goods.

Write our traffic expert for full information on all your shipping problems in this territory. He will be glad to help you—we will be glad to serve you.

# THE WEICKER TRANSFER & STORAGE COMPANY

1700 Fifteenth Street Denver Colorado

PUEBLO, COLO.

# Send Your Goods Where They Will Be Bought!

The residents of Pueblo proper have two million dollars a month to spend. Thirty million a year besides are spent in Pueblo by the residents of the surrounding two hundred mile circle.

Put your goods into our house in Pueblo, where the quickest and cheapest movement to any part of this prompt-paying market is secured.

You could not ask for better service than we will give you. You will find no other region of the country more responsive to cultivation. Put a stock into Pueblo and prosper.

SAGE Transfer & Storage Co. TRINIDAD, COLO. [

The Place to Get Service

TRANSFER & STORAGE CO.

BRIDGEPORT, CONN.

#### THE BRIDGEPORT STORAGE WAREHOUSE CO.

No. 10 Whiting Street

Merchandise and Household Goods Warehousing and Distribution Private siding—Free switching Low Insurance—Prompt Service

HARTFORD, CONN.

FURNITURE STORAGE
SEND US YOUR SHIPMENTS Crating, Packing Pianos, Furniture and China Our Specialty

BARTLETT BROS. 212 Asylum St., Hartford, Conn.

#### THE PURCHASING POWER

of the field covered by

### Distribution and Warehousing

is that of an industry with a total investment of more than \$1,000,000,000.00

#### HARTFORD, CONN.

Established 1850

**Incorporated 1908** 

Ship Freight in Care of

# The Bill Brothers Company

GENERAL TRANSFER AND FORWARDING AGENTS

46 Ann Street, Hartford, Conn.

Superior Facilities for the Moving of Machinery, Safes, Furniture, Pianos, Etc. Household Effects of Every Description Properly Packed for Storage or Shipment

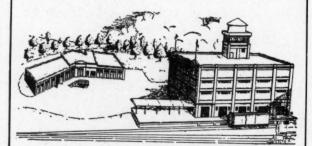
#### STORAGE WAREHOUSES

With Separate Apartments for Household Goods and Private Railroad Siding for Carload Shipments

#### HARTFORD, CONN.

# Hartford Despatch and Warehouse Company

Movers - Forwarders - Warehousemen



Hartford's New Fireproof Warehouse

Here is offered the last word in a fireproof building especially designed for Warehouse purposes.

Members of
AMERICAN WAREHOUSEMEN'S ASSOCIATION
NATIONAL FURNITURE WAREHOUSEMEN'S ASSOC.
CONNECTICUT WAREHOUSEMEN'S ASSOCIATION

#### HARTFORD, CONN.

Tel. Connection Office: 335 Trumbull St.

Safety Vaults for Silverware

#### GEORGE E. DEWEY & CO.

Joseph M. Pelchat, Proprietor
Local and Long Distance
FURNITURE AND PIANO MOVING
Packing, Crating and Shipping of
PIANOS, FURNITURES, CHINA
Only Fireproof Storage Warehouse in Hartford

#### NEW LONDON, CONN. [

### B. B. Gardner Storage Co., Inc.

18 BLACKHALL STREET

PIANO AND FURNITURE PACKER, MOVER AND SHIPPER

Safe Mover-Freight and Baggage Transfer-STORAGE

#### WATERBURY, CONN.

# The Ralph N. Blakeslee Company

Storage | Furniture | Merchandise

Trucking {Local and Long Distance

Large Padded VANS for Furniture Moving
Members N. F. W. A.

#### WATERBURY, CONN. [

### Waterbury Storage Company

John Mortarty, Inc., Prop. Est. 1877 127 East Main St.

Elevators

Fireproof Buildings Cap. 562 Rooms

#### WASHINGTON, D. C.

# KRIEG'S EXPRESS & STORAGE CO.

616 Eye St., N. W.

HOUSEHOLD GOODS EXCLUSIVELY
PACKING SHIPPING CRATING
Non-Fireproof and New Fireproof Storage
Personal attention given to all shipments and
collections Motor Trucks and Padded Vans
MEMBERS OF N. F. W. A.

#### WASHINGTON, D. C.

Fireproof
Construction
ServicePromotion

Regular Long Distance Hauling Baltimore to New York and Way Points-Services



Smith Transfer & Storage Co.

1313 You Street, Washington, D. C.
MEMBERS N. F. W. A.

The Men Who Distribute

# Welch Grape Juice

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

924

WASHINGTON, D. C.

#### UNITED STATES STORAGE CO. 418-420 TENTH STREET, N. W.



MEMBERS:

National Furniture Warehousemen's Association

Efficient and Courteous Service

Modern Fireproof Warehouse

We are prompt in all things.

Member: American Warehousemen's Assn.

JACKSONVILLE, FLA.

Distributors of Pool Care

# UNION TERMINAL WAREHOUSE COMPANY

EAST UNION and IONIA STREETS

55 Rental Compartments

Track Capacity 52 Cars

Building of reinforced concrete with sprinkler system. Low Insurance Rate. Sub-Post Office and branch Western Union Telegraph. Joint Railroad Agent. L.C.L. freight loaded direct for line of road.

GENERAL MERCHANDISE STORAGE AND FORWARDING

Special attention to handling of pool cars.

MIAMI, FLA.

#### The John E. Withers Transfer & Storage Co., Inc.

will give your shipments careful attention. Fireproof Warehouse. Facilities for distribution of pool cars. Moving, packing, shipping and storing Household Goods and Automobiles.

Motor Equipment

1000-12 N. E. First Ave., Miami, Fla.

ORLANDO, FLORIDA

#### Orlando Bonded Warehouse (Inc.)

Vriando Bonded Warehouse (Inc.)

Post Office Drawer No. 1672
100-112 West Amelia Avenue
Storage and Distributing of General Merchandise,
Machinery, Household Goods

Private Siding, A.C.L.R.R.
Member National Furniture Warehousemen's Association
Sprinkler Protection

It's a pleasure to serve you

PENSACOLA, FLA.

### Ferriss Warehouse & Storage Co.

HARRY P. FERRISS, PRES.
Receiving and Warehousing of General Merchandise in carloads or less than carloads. Merchandise stocks carried and records kept for out-of-town

concerns.

Cor. Chase & Alcinez Streets

TAMPA, FLORIDA

#### JOBBERS WAREHOUSING COMPANY

Storage, Distribution, Forwarding Hauling and Stevedoring

31,000 Sq. Ft. Floor Space Private R. R. Sidings and Docks, Deep Water "Anything from Parcel Post to Steamship Cargoes" ATLANTA, GA.



CATHCART VAN AND STORAGE CO. HOUSEHOLD GOODS EXCLUSIVELY

MEMBERS N. F. W. A.

AUGUSTA, GA.

#### THE HOLLINGSWORTH WAREHOUSES MERCHANDISE WAREHOUSING AND DISTRIBUTING POOL CARS A SPECIALTY

Warehouse Not as Large as the Largest. But Our Service as Good as the Best.

SAVANNAH, GA. [

# Savannah Bonded Warehouse and Transfer Co.

General Storage—Re-Consigning
Distributing—Forwarding
Prompt and Efficient Service Exceptional Facilities Custom House Brokers

Track Connections with all Railroads and Steamship Docks

Members American Chain of Warehouses Members American Warehousemen's Association

R. B. YOUNG, President
Bay Street Extension and Canal
Savannah, Ga.

BOISE, IDAHO

#### PEASLEY

TRANSFER & STORAGE COMPANY STORAGE, TRANSFER AND FORWARDING 419 SO. EIGHTH STREET

#### BLOOMINGTON, ILL.

F. G. BRUNTON

C. E. BRUNTON

R. N. BRUNTON

# BRUNTON TRANSFER & STORAGE CO.

Since 1905

Piano and Furniture Moving, Packing, Forwarding and General Cartage. Long Distance Moving a Specialty

Reduced Rates on Household Goods and Automobiles to all Parts of the West and British North-West.

415 N. Center St.

Phone 813

#### BLOOMINGTON, ILL.



# The Whole Corn Belt Is At Our Door

Free Switching connects our loading platform with five trunk lines. That means that no matter where your factory may be, you can ship to us by carload with the minimum amount of switching, time and freight. It also means that reshipments we make for you go by the most direct route, in the shortest possible time, with the least amount of handling or transferring. Practically every point in the Middle West can be reached direct from our door by L. C. L. shipment. This is a big factor in successful pool-car distribution, and one that should incline you in our favor as the distributors, when you decide to take advantage of the many benefits of that method.

#### JOHNSON TRANSFER CO.

Bloomington, Illinois

CAIRO, ILL.

Cairo Storage and Forwarding Company

CAIRO, ILLINOIS & MOUNDS, ILLINOIS Incorporated-Bonded-Licensed COAST TO COAST SERVICE BY WATER OR RAIL SHIP US YOUR POOL CARS FOR DISTRIBUTION ALL RATES BREAK ON CAIRO

CENTRALIA, ILL.

#### A. J. McCLELLAND TRANSFER & STORAGE CO.

Fireproof Warehouses.

Motor Truck Service.

WE SPECIALIZE IN
Freight and Long Distance Hauling.
Storage of Household Goods—Merchandise.
Packing

CHAMPAIGN, ILL. URBANA, ILL.

# WAGNER & SON

TRANSFER—PACKING—STORAGE

Packers and Shippers for the TWIN CITIES

Logan & Water Sts.

Champaign, Ill.

CHICAGO, ILL.



### BAER FIREPROOF WAREHOUSE CO.

POOL CAR DISTRIBUTORS
Of Furniture and Pianos
Collections Promptly Remitted
Members—The Chicago Association of Commerce—Nat'l Furniture Warehousemen's Assoc.—Illinois F. W. Association—Furniture
and Piano Movers Assoc.
General Office—1927 Milwaukee Avenue, Chicago, Illinois

CHICAGO, ILL.

# **BEKINS**

#### HOUSEHOLD SHIPPING COMPANY

Reduced Rates on Household Goods, Automobiles and Machinery

General Offices, 805 BEDFORD BLDG., Chicago NEW YORK, BOSTON, BUFFALO, CINCINNATI

CHICAGO, ILL.

### CENTRAL

#### STORAGE & FORWARDING CO.

2001 West Pershing Road

Operating

CHICAGO'S FINEST MERCHANDISE WAREHOUSES

On the great Chicago Junction Railway-In the worldfamous Central Manufacturing District-The geographical center of Chicago.

No Switching Charges-No Cartage-No Delays. 650,000 square feet of fireproof space. Insurance rate 71/2 c.

No Trap-Cars Here L. C. L. Freight Loaded Direct to Destination

WHY NOT USE THE BEST FACILITIES?

1924

CHICAGO, ILL.

Before you decide on your Chicago Warehousing connections. investigate the facilities and service of the -

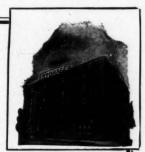
Continental Warehouse Co. 416-434 West 12th Place - Chicago

Sprinkled warehouses in the heart of the freight terminal district

CHICAGO, ILL.

# **EMPIRE** STORAGE COMPANY

Fireproof \* Warehouses For Household Goods (Established 1891)



Carloads billed to our house track on Illinois Central Railroad at Fifty-first Street can be unloaded direct to our warehouse floor.

Low distribution rate on pool cars.



"Ship the Empire Way"

#### EMPIRE STORAGE COMPANY

52ND ST. AND COTTAGE GROVE AVE.

MEMBER

# KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING by George S. Lovejoy, Vice-President of the American Warehousemen's Association.

CHICAGO, ILL.

ELAYS in transit can only result in interrupted sales. The best support you can give an efficient advertising and sales campaign is to have your goods where they're wanted when they're wanted.

G. & W. Prompt Shipping Service is the best insurance against interrupted sales.

### GRISWOLD & WALKER, Inc.

1525 Newberry Ave. Chicago, Ill.

CHICAGO, ILL. [

# HARDER'S

Fireproof Storage & Van Co.

Largest System of Fireproof Storage Warehouses in the United States

#### HOUSEHOLD GOODS

This large group of modern storage plants, each located with a view to rapid and efficient handling of household goods and merchandise, should be on your list if you insist upon service.

We are expert handlers of household goods. In every branch of packing, moving, storage and shipping we excel. Safety deposit and silver vaults. Pool car distribution and city delivery service.

We remit promptly upon receipt of B/L

#### MERCHANDISE

Our merchandise storage and distribution facilities include private switches and sidings. Free switching. No haulage charges. Our shippers are always satisfied in their transactions with us.



Pool Car Distributors Members N. F. W. A., A. W. A., Ill. W. A.

OAKLAND
Fortieth Street and Calumet Ave.
KENWOOD
4714-18 Cottage Grove Ave.
WOODLAWN
1117-19 East 63rd St.
ENGLEWOOD
6154-56 Wentworth Ave.
STONY ISLAND
6824-26 Stony Island Ave.
BROADWAY
401-17 Broadway

Harder's Fireproof

Storage & Van Co. General Offices
40th St. and Calumet Ave.
Chicago

CHICAGO, ILL.

ESTABLISHED 1874

# HEBARD

Storage Warehouses



All collections on shipments made to us promptly remitted.

Member of

National Furniture Warehousemen's Association, Illinois, New York and

Southern Warehousemen's Association.

Our Seventh Warehouse

on 6331-33 Broadway, near Devon Avenue, which will handle all Rogers Park or North Shore shipments.

Warehouses A-B-C-D, West Side, Ogden and Winchester Aves.

Warehouses E-F. North Side, Sheridan Road and Sheffield Ave.

Warehouse G, North Side, Broadway near Devon Ave.

CHICAGO, ILL. [

"NO DELAYS"

# Edward Lasham Co.

Merchandise Storage Pool Car Distributors Teaming and City Delivery Seventy-Five Motor Trucks and Wagons Downtown Modern Warehouse Switch Track Connections with All Roads

Served directly by Illinois Central, Michigan Central, Chicago & Northwestern and Chicago, Burlington &

### EDWARD LASHAM CO.



CHICAGO, ILL.



CHICAGO, ILL. [

# MERCHANDISE STORAGE

Frostproof

CM&STP Ry. Track Inside Buildings

#### The Ontario Warehouse Co.

Ontario & Kingsbury Sts., Chicago, Ill.

Service is not a matter of big things alone, but of a multitude of things, many of them small, that contribute to a result that is more than just

CHICAGO, ILL.

Railway Terminal & Warehouse Company 444 W. Grand Ave.

# Merchandise Storage

Located in the heart of the wholesale district. Especially convenient for the warehousing of spot stocks for distribution among the wholesale

Side track facilities with free switching from all railroads entering Chicago.

Modern Building-Low Insurance Rates Use Our Service

CHICAGO, ILL.

# Soo Terminal Warehouse

519 W. Roosevelt Road

Chicago, Illinois

Merchandise Storage and Distribution Pool Cars Efficiently Handled

We will deliver via the Chicago tunnel to any trunk line, freight house floor, excepting the Pierre Marquette Railroad, your shipments destined for points beyond Chicago; also we will make shipments for you over the Aurora & Elgin electric line and its connections, which gives over-night service. All without cartage charges.

"THE ECONOMICAL WAY"

1924

CHICAGO, ILL.

#### SOUTH SIDE STORAGE FOR SOUTH SIDE DISTRIBUTION

In Chicago, the city of immense distances, it is necessary to use more than one central warehouse. We do not aim to cover all Chicago, but we do aim to cover the South Side better than it can be covered by any other medium, and what we aim to give and what we do give is Service, prompt, efficient and reliable.

Direct Connection with All Roads

#### SOUTH SIDE SHIPPING & STORAGE WAREHOUSE

131-135 West 63rd Street

Phone Normal 6266

CHICAGO, ILL.

### TOOKER STORAGE & FORWARDING CO.

MERCHANDISE WAREHOUSEMEN

Pool Cars Distributed Minimum Handling Expense Building Equipped With Sprinkling System Motor Truck Service

New York Office and Warehouse: 28th St. & 11th Ave. Erie R. R. Tracks Tel. Chelsea 7845-7846

Chicago Office and Warehouse: Clark & 14th Sts. Erie R. R. Tracks Tel. Victory 2360-2429

CHICAGO, ILL.

# Have Your Own Transfer Representative

F you desire to make store door delivery in Chicago, you should use our facilities. If you will load your shipments for Chicago and points beyond so as to make a carload, we will distribute and re-ship the consignments. Send us parcels and packages in any quantity for delivery and re-shipment by freight, express or parcel post for Chicago and beyond.

We team freight to connecting lines for loading in through cars the same day unloaded.

Our representatives are at depots and docks.

Your agents and your customers save time and annoyance, if shipments are sent in our care.

Ask any railroad freight man about us.

Members of the Credit Men's Association.

Authorized Railroad Freight Transfer Agents.

Tos. Stockton Transfer Co. 1020 So. Canal St. Chicago, Ill.

CHICAGO, ILL.



**ESTERN** 

hen you **AREHOUSE** 

HICAGO AT



SAVE TIME, MONEY and WORRY

in reaching your Western customers by using the up-to-date storage and traffic facilities of the Largest Public Warehousing Unit West of the Atlantic Seaboard. STOCKS CARRIED for local and out-of-town concerns. Storage-in-transit. Prompt rail reshipments anywhere, without cartage. Pool cars broken. Automobile storage and reshipment a specialty. Negotiable Receipts issued.

HALF A MILLION square feet of the best floor space in Downtown Chicago devoted exclusively to the "open" storage of Quality merchandise. Insurance, 18.9c per \$100 per annum.

"At the Edge of the Loop," close to Chicago trade,

Write us now; we know how.

<u> Wesherm Warfehousing Company</u> MERCHANDISE WAREHOUSES

POLK STREET TERMINAL, PENNSYLVANIA SYSTEM

329 West Polk Street

WILSON V. LITTLE, Superintendent



CHICAGO, ILL.

MERCHANDISE STORAGE AND DISTRIBUTORS

# WAKEM & McLAUGHLIN

INCORPORATED

Main Office—225 E. Illinois St. CHICAGO

MONEY ADVANCED ON CONSIGNMENTS OR WAREHOUSE RECEIPTS All Telephones CENtral 6241

DANVILLE, ILL.

#### Danville Transfer & Storage Co. G. W. Orr, Secy. & Treas.

The only fireproof warehouse in Danville. Storage for household goods and Merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads.

Members American Chain of Warehouses.

Members National Furniture Warehousemen's Assn.

Members Illinois Furniture Warehousemen's Assn.

DECATUR, HLL.

Decatur's Pool Car Distributors Private Switch for Merchandise Consignm

# HAMMAN BROS.

TRANSFER-STORAGE-PACKING-SHIPPING

Members N. F. W. A., I. F. W. A., C. W. A. of Ill.

William & Broadway St.

DECATUR, ILL.

#### MERIDITH STORAGE CO. 320-350 E. Cerro Gordo

STORAGE AND DISTRIBUTION Railroad frontage. Three blocks to all freight depots.

VANS—TRUCKS—DRAYS Member I.F.W.A.—N.F.W.A.—C.W.A.—I.A.W.

ELGIN, ILL.

#### Consign To Us To Reach The Fox River Valley

We are located at the entrance to one of the most prosperous agricul-tural and dairy sections in the country—convenient to nearly a hundred

good sized towns.

By interurban and rail connections we handle promptly cars of merchandise and household goods consigned to us, Several modern plants for storage are available.

Consign to us, We know how.

ELGIN STORAGE & TRANSFER CO., 60-62 River Street, Elgin, Ill.

The Men Who Distribute

Swift & Co. Products

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

MATTOON, ILL.

Est. 1884-Inc. 1911

FORTY YEARS of efficiently and economically distributing merchandise. Forty years of storing, packing, shipping and receiving household goods. When dealing with a firm of our age, you are assured of service that cannot be bettered. Our thirteen motor trucks reach every part of Central Illinois over new hard roads at extremely reasonable rates.

113-121 North 15th Street

Private Siding. Pool Car Distribution.

MOLINE, ILL. [

# Fireproof Warehouse

Freight Distributors for Moline, Rock Island, East Moline and Silvis, Ill., Davenport, Iowa and Upper Mississippi Valley

Send your freight to us at Moline for distribution as we are in the center of the group of cities here and the haul will be shorter. We have our own private track at the warehouse and our own team track. Forwarding and reconsigning.

Crandall Transfer & Warehouse Company 1205-1209 Fourth Ave. Moline, Illinois

PEORIA, ILL.

Office: 4-1285, 4-4238

TELEPHONES

# O'Neill Bros. Transfer & Storage Co. Merchandise Hauling

Carload Shipments Distributed Freight Handled Promptly Pool Car Distributing Merchandise and Furniture Storage

Commercial Furniture Warehousing 617-619-621 S. Water St. Peoria, Ill.

ROCKFORD, ILL.



"The Choice of the Greatest Industries"

924

SPRINGFIELD, ILL.

Moving Household Goods Long Distance Hauling-None Better

# CHAS. UNDERFANGER

#### WEST END STORAGE

**TELEPHONE MAIN 601** SPRINGFIELD, ILL.

Warehouse: 916 West Washington Street Residence: 107 South State Street

SPRINGFIELD, ILL.

Merchants Transfer & Storage Co. **BONDED WAREHOUSE** 

STORAGE, PACKING, MOVING AND SHIPPING HANDLING MERCHANDISE CARS A SPECIALTY HEAVY AND LONG DISTANCE HAULING 1000 EAST MONTOE STREET SPRINGFIELD, ILL.

FORT WAYNE, IND.

# Fort Wayne Storage Company FORT WAYNE, INDIANA

General Merchandise Storage and Forwarding

FORT WAYNE, IND.

### Pettit's Storage Warehouse Co. "FIREPROOF" BUILDINGS

Storage, Transfer, Distribution Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries.

EXPERIENCED MEN IN CHARGE

Special attention to Pool Car Distribution PRIVATE SIDING



INDIANAPOLIS, IND.

# The American Warehouse Co.

211 West South Street

Merchandise Warehousing and Distribution FIREPROOF Motor Truck Service C. C. & St. L. Ry. Siding. Free switching from other Railroads INDIANAPOLIS, IND.

# BRYANT & SON TRANSFER CO.

238 S. ILL. ST.

INDIANAPOLIS

Same Day Delivery on L. C. L. Shipments

We do all theater business in city, and most of the hotel work. Fifteen vehicles in service, covering all parts of the city daily. We cater especially to L. C. L. shippers who want QUICK service. Zoned map of city and rates on application. Reference any hotel or theater in city.



INDIANAPOLIS, IND. |

D. & D. TRANSFER & STORAGE CO. Indiana Licensed Class A Warehouse 221-25 W. South Street.

Modern, Concrete, Vacuum Sprinkled, Steam Heated Building for the Storage and Distribution of Merchandise. Private R. R. Siding-Free Switching. Over 21 Years Continuously Serving Local and National Firms

INDIANAPOLIS, IND.

# **Indiana Terminal Ware**house Co.

See our advertisement on front inside cover page

INDIANAPOLIS, IND.

# Indianapolis Warehouse Co. 330 W. New York St.

#### MERCHANDISE ONLY

In the 9th year, with a steady increase each month. Our rates are as low as any house in the United States because our "overhead" will permit it. We do not lose our customers, and add new ones right along.

Out of 22 employees, 16 have been in our employ 8 years—they know how. Our office methods are exact. Write us for rates.

FRANK A. TODD, V.P. and Gen. Mgr.

INDIANAPOLIS, IND.

# INDIANAPOLIS, IND.



# TRIPP WAREHOUSE COMPANY

Indianapolis, Ind.

Merchandise Storage and Distribution
Prompt and Efficient Handling of Pool Cars
Centrally Located in Shipping District
Insurance Rate—18 cents per \$100.00
Motor Truck Delivery
Service that Satisfies.

SOUTH BEND, IND.

### WARNER WAREHOUSE CO.

Merchandise Storage and Distribution

New York Central Siding—Free Switching—Pool Car Distribution—Negotiable Warchouse Receipts Issued. American Warchousemen's Assn. Members: Central Warchousemen's Club American Chain of Warchouses

The Men Who Distribute

# Durkee's Salad Dressing

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

BURLINGTON, IOWA



Solicits Your Shipping on This Basis

One day delivery to Omaha, Twin Cities, Chicago, and St. Louis, Clean storage and efficient handling. On main line C. B. & Q. Free switching on all roads. Low insurance. Pool cars handled promptly. On shipment originating east of Chicago, we can distribute to entire State of Iowa cheaper than if handled through Des Moines. Let our traffic department show you. Rates quoted promptly.

Mercer Transfer & Storage Co.
Burlington, Iowa

CEDAR RAPIDS, IOWA

### Cedar Rapids Transfer & Storage Co., Inc.

Fireproof Warehouse Motor Truck Service
Distributing and Warehousing All Classes of

Distributing and Warehousing All Classes of Merchandise, Household Goods and Automobiles 290,000 Square Feet Storage Space

COUNCIL BLUFFS, IOWA

Complete equipment, manned by capable, experienced crews, captained by seasoned warehousemen, are at your service here. Whatever you expect of a warehouse you may expect of Ford, and find it done in the best manner possible.

State Bonded Warehouses



813 Douglas St.

# FORD

"Gets There Regardless"

# Transfer & Storage Co.

Local Shipments Efficiently Handled by 17 Trucks
Private Sidings
Pool Car Distribution and Reforwarding
Fireproof Warehouse
Moving Packing Shipping



Omaha, Nebr. 813 Douglas Street

Council Bluffs, Ia.
700 S. Main Street

700 So. Main St.

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The Men Who Distribute

### Revere Sugar

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

, 1924

C.



Fireproof Warehouse, on Trackage—In the Business and Shipping District of Dauenport
Reference 93—Nationally known Firms Using Our Distributing and Warehouse Service
EWERT & RICHTER EXPRESS AND STORAGE CO.
Davenport, Iowa

DES MOINES, ICWA

# RED LINE Transfer & Storage Co., Inc.

Merchandise and Furniture Warehouse
Distributors and Forwarders

Send Your Pool Cars in Our Care
New Fire-Proof Warehouse
Teams or Auto Trucks for Hauling
Free Switching on All Railroads to Our
Warehouse

515 East Court Ave. Des Moines, Iowa

DES MOINES, IOWA

# When You Think Of IOWA - Think BLUE - INF Storage Company

The Shortest Distance Between Sales and Delivery Increases Sales

Our facilities for handling spot stocks are unequalled in Iowa—can save you money by routing all shipments through Des Moines. Private tracks handling sixteen cars at same time, free switching service, fireproof warehouses and a reputation established by serving such firms as the Curtis Publishing Co., Sun Maid Raisin Growers, Postum Cereal, Corn Products Corp., and many others assure you of reliable and reasonable service. Rates furnished promptly.

Blue Line Storage Co.

L. E. Stone, Mgr. Des Moines, Iowa With A National Ursup
of Good Warehouses
Represented By
Distribution Service Inc.
CHICAGO NEW YORK
427 W. Ess. Sc. 100 Bono St.
Superior 9066 Benlington 1209

DES MOINES, IOWA



200 Package Cars leave Dcs Moines daily, furnishing 24-hour service to surrounding territory.

# Close to Iowa's Pocketbook

The per capita wealth for Iowa is \$3,539. The per capita wealth for the remainder of the United States is \$1,965.

No point in Iowa is over 12 miles from a railroad and Des Moines is only 200 miles from the geographic center of the United States.

By placing your spot stocks on our floors you can have 24 hour service to extreme Iowa points.

Was there ever a better chance for the Traffic Manager to give the Sales Staff solid backing?

Our service means easier sales next time the traveling man calls. Deliveries in good order mean bigger repeat sales.

Easily available stocks are turning faster, resulting in more frequent profits, the economy of using our service adds another width to your margin of profit.

MERCHANTS TRANSFER & STORAGE CO.

Ninth and Mulberry Streets, Des Moines, Iowa

AWA

Members NFWA

cwc

DES MOINES, IOWA [

# WARE TRANSFER & STORAGE Furniture Moved, Packed, Stored, Shipped We Specialize in City Distribution Covering All Sections of City Daily

IOWA'S LARGEST PIANO MOVERS

Office and Warehouse, 12th and Keesaugua Way

Member I. W. A.

#### MARSHALLTOWN, IOWA

#### EWING of MARSHALLTOWN

Connects with three railways, distributes pool cars and spot stocks, stores, moves and ships furniture, hauls by truck, and doesn't charge too much. If you've got anything for lows, "Send It To Ewing."

EWING TRANSFER CO.,

Marshalltown, Iowa

#### OTTUMWA, IOWA

#### DAGGETT

#### TRANSFER AND STORAGE

Special Attention Given to Merchandise Distribution and Pool Car Shipments

Central Warehousemen's Club
National Furniture Warehousemen's Association

#### SIOUX CITY, IOWA.

# RATHBUN Van & Storage Co.

You built your factory to make things in, not to store them. Storage is the business of warehouses. Release that valuable factory space for manufacturing, and put the goods where your customers in Iowa, Nebraska, Kansas, Minnesota and the Dakotas can get them sooner.

We act as your western shipping room, having five railways right at our doors. Ship by carloads, and more than pay our charges out of the savings. Write for tariff on your goods.

#### SIOUX CITY, IOWA [

Pianos, Safes and Heavy Hauling
If It's Routed to or Through Sioux City, Bill It to

Fireproof and Steam Heated Storage 300 Iowa Street, Sioux City, Iowa

#### WATERLOO, IOWA

### IOWA WAREHOUSE CO.

Fireproof Warehouse

Motor Truck Service

Distributing and Warehousing All Classes of Merchandise, Household Goods and Automobiles

If the City to which you are shipping is not represented in this list, choose the nearest as the geographical arrangement will help you.

#### HUTCHINSON, KANSAS [

# MERCHANTS TRANSFER & STORAGE CO.

EST. 1900

We operate separate warehouses for storage and distribution of both

# Household Goods and Merchandise

We are equipped to render every warehousing service and three railroads serve our warehouses with private sidings, eliminating handling charges and assuring you of maximum service.

Qualified by twenty-three years' experience to represent you in this terri-

Located on Rock Island, Santa Fé, Missouri Pacific 13 First St., West

#### KANSAS CITY, KANSAS [

#### THE INTER-STATE TRANSFER & STORAGE COMPANY PACKING, MOVING, STORING AND SHIPPING

1106-8-10 North Fifth Street L. I. Canfield. Proprietor Both Telephones 0075 We handle approximately 75% of all the freight shipped to Kansas City, Kan. L. J. Canfield.

#### PITTSBURG, KANSAS

# Best Location for KANSAS, MISSOURI, and OKLAHOMA MERCHANDISE STORAGE and POOL CAR Distribution Located on the Atchison, Topeka & Santa Fe, Joplin-Pitts-burg, Kansas City Southern, Missouri Pacific, and St. Louis & San Francisco Railways.

PITTSBURG TRANSFER & STORAGE CO., Inc. P. O. Box 527

#### TOPEKA, KANSAS.

N. F. W. A.

### THE TOPEKA TRANSFER & STORAGE CO., Inc.

Established 1880

Three houses for

# Merchandise—Household Goods

Our private switch connects with the A. T. & S. F., C. R. I. & P., U. P., and M. P. Free switching. Motor van, packing and reconditioning services. Prompt remittance of advanced charges and collections. POOL CAR DISTRIBUTION and shipment from spot stocks of merchandise at low rates, accurately and promptly. Consign a carload for a test.

st, 1924

R

d

C

#### WICHITA, KANSAS

Lowest Insurance

"Where Service Counts"

Storage Distribution and Forwarding

BROKERS OFFICE & WAREHOUSE CO.

-Bonded-

143 North Rock Island Ave.



Private Siding. Direct Connection all Railway Lines Entering City. Centrally Located in the Jobbing District and to Railway Stations. Send us a carload and watch closely.

M. E. Cuykendall, Mgr.

### LEXINGTON, KY. [

# W. R. MILWARD

**Furniture Storage** 

Packing and Shipping

159-161-163 North Broadway

LEXINGTON

KENTUCKY

ESTABLISHED 1879

### WICHITA, KANSAS [

### Best Distributing Point for the Southwest

Warehouse 25,000 square feet floor space. Free switching privileges. A., T. & S. F., C., R. I. & P., Mo. Pac., Frisco, Orient and Midland Valley Railroads. ARE YOU looking for a firm that will handle your shipments PROMPTLY—EFFI-CIENTLY—COURTEOUSLY in Wichita? If so, consign your shipments-Care of

Southwestern Transfer and Storage Company Office—421 N. Water St. Warehouse—428-432 N. Wichita St., Wichita, Kansas

POOL CAR DISTRIBUTORS Correspondence solicited

### LEXINGTON, KY.

### UNION TRANSFER & STORAGE COMPANY

INCORPORATED

Merchandise and Furniture Storage Distributors and Forwarders Warehouses on Private Sidings

Member of American Chain of Warehouses

LEXINGTON

KENTUCKY

### WICHITA, KANSAS [

A. F. JONES, Pres. E. W. JONES, Vice-Pres. L. B. JONES, Treas. J. H. BRUGH, Sec., Gen. Mgr.



300,000 SQUARE FEET

CAPITAL \$100,000,00



Three Warehouses (Fireproof) Low Insurance. Complete Retail Connections. We Lend at Current Rates Upon Our Own Warehouse Receipts.

### UNITED WAREHOUSE CO.

Wichita, Kansas 115 N. Meade & 815 E. 2nd

Kansas City, Mo. 2114 Central St.

### LOUISVILLE, KY.

Carry Spot Stocks in Louisville

Where Concentrates the Golden Flood of Ohio River Valley Commerce

Louisville Public Warehouse Co.

W. N. Cox, President E. H. Bacon, Vice-President

### LOUISVILLE, KY.

# PACKAGE DELIVERY



### Cover by Schedule Routes

Louisville, Ky. New Albany, Ind. Jeffersonville, Ind.

2 times daily. Once each day. Once each day.

### LOUISVILLE, KY.

### SAFETY TRANSFER AND STORAGE CO., INC.

"Louisville's Leading Movers & Packers"

Clay and Main Streets We Move, Pack, Store and Forward Household Goods Member N. F. W. A.

NEW ORLEANS, LA.

# NEW ORLEANS, LA.

2ND PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.

Only one-half square from Mississippi River.

Track facilities for seventy-three (73) cars at one time.

Operated in conjunction with *Dennis* Sheen Transfer, Inc., oldest and most complete hauling corporation South.

Electrical unloading and piling devices built to eliminate any damage in handling.

Excellent switching connections, with all lines entering New Orleans.

INDEPENDENT WHSE. CO., Inc. New Orleans, La.

NEW ORLEANS, LA. [



# All You Desire

Volume of freight is, of course, accompanied by extent of facilities. Handling a volume second only to New York, New Orleans offers shippers first-class mediums of distribution.

An intelligent, expert use of these facilities is offered by our traffic department. Pool cars are distributed and spot stocks forwarded without friction or astrays. Our 100,000 feet of space is amply served by 800 feet of platform, where forty trucks may be simultaneously loaded for city and interurban delivery. Our switch tracks are inside the building, guaranteeing perfect protection.

Export and import matters can be safely left to us.

# **STANDARD**

Warehouse Company, 100 Poydras St., New Orleans, La. BANGOR, MAINE

### **GUY P. BAILEY**

Storage Warehouse

75-85 French Street

Household Goods and General Merchandise POOL CAR SHIPMENTS

BANGOR, MAINE

# McLaughlin Warehouse Co.

Established 1875

incorporated 1918

General Storage and Distributing Capacity 70,000 Sq. Ft.

Rail and Water Connection Private Siding Capacity, 15 Cars.

Member:

American Warehousemen's Association
American Chain of Warehouses

PORTLAND, MAINE

Galt Block Warehouse Company
PORTLAND, MAINE

STORAGE, GENERAL MERCHANDISE
AND HOUSEHOLD GOODS

Private track, sprinkler equipped, low insurance rate. Storage in Transit on Flour, Cereals and Canned Goods.

Office, 20 Commercial Street, Portland, Maine J. S. SAWTELLE, Manager.

BALTIMORE, MD.

Phone Gilmor 3000.

THOS. H. VICKERY, President.

# BALTIMORE STORAGE & MOVING COMPANY

1710 to 1720 Edmondson Ave.

Members N. Y. F. W. A.

Fireproof W'h's'e in rear

BALTIMORE, MD.

Low Insurance Rates

Merchandise Warehousing

X

# Distribution

Complete modern Warehouse Service to all shippers.

Pool-Cars a Specialty
Located in heart of wholesale district

CENTRAL WAREHOUSE CO.

517 to 525 W. Baltimore St. "We Give Service, Don't Promise It."

BALTIMORE, MD.

# **FIDELITY**

# STORAGE CO.

2104-6-8-10 Maryland Avenue

Household Goods Your Clients Efficiently Served All Collections Promptly Remitted MEMBERS

Baltimore Furniture Warehousemen's Association. National Furniture Warehousemen's Association.

Baltimore's Modern Fireproof Warehouse

BALTIMORE, MD. [

# Guilford Warehouse Co.

Baltimore, Md.

Located in the center of Baltimore's wholesale and jobbing district.

### Direct Penna. R. R. Siding

General merchandise of all kinds. Pool cars and L. C. L. shipments accepted. Motor truck service. Get our rates before making consignments to Baltimore.

BALTIMORE, MD.

### THE KAUFMAN FIREPROOF STORAGE WAREHOUSES

Chas. H. Kaufman, Prop.

General Offices

524 to 530 W. Lafayette Ave., Baltimore, Md.

Warehouses:

524-534 W. Lafayette Ave. 532-534 W. Lafayette Ave. 1404-1406 Division St. 1405-1407 Brunt St.

Members: N. F. W. A. A. W. A. Balt. F. W. A.

MOTOR VANS FOR LONG DISTANCE HAULING

BALTIMORE, MD. [

Established 1879

# MONUMENTAL STORAGE & CARPET CLEANING CO.

1110-1116 PARK AVENUE, BALTIMORE, MD.

ABSOLUTELY FIREPROOF WAREHOUSE

Furniture Storage — Packing — Moving Carpet Cleaning

Members N. F. W. A. and B. F. W. A.

### BALTIMORE, MD.

# Security Storage & Trust Company

Resources Over One Million Dollars 15 W. North Avenue

FIREPROOF WAREHOUSES MOTOR EQUIPMENT EFFICIENT SERVICE TO WAREHOUSEMEN

Members of

Baltimore Furniture Warehousemen's Association National Furniture Warehousemen's Association

### ARLINGTON, MASS.

#### ARLINGTON STORAGE WAREHOUSE 20 Mill Street, Arlington, Massachusetts

Fireproof and Semi-Fireproof Sec-

Household Goods Exclusively Modern Heated Piano Room

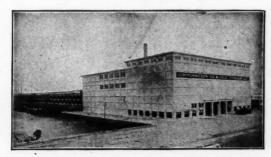
Separate Locked Rooms for Fur-niture First-Class Auto-Truck Service

Packing and Shipping Anywhere Consignments Solicited

### BOSTON, MASS.

# For Service in Boston It's Commonwealth

Where Rail Meets Sail



Cold storage for all classes of perishable merchandise. Directly connected side track on New York, New Haven & Hartford.

General storage space for all classes of merchandise. Perfect local distribution facilities.

COMMONWEALTH ICE AND COLD STORAGE CO.

220 Northern Avenue, Boston, Mass.

The Men Who Distribute

# Carter Bloxonend Flooring Congoleum

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

BOSTON, MASS.

Francis E. Buckley, Mgr.

Est. 1880

# Dorchester Fireproof Storage Warehouse

Moving—Packing—Shipping

We operate a fleet of modern enclosed padded vans.

Our complete service covers Boston and all suburbs.

Office and Warehouse: 690 Dudley St., Boston



Members { N. F. W. A. A. W. A. Can. W. A. W. A.



BOSTON, MASS.



FURNITURE AND PIANO MOVERS

# HOME, OFFICE and LONG DISTANCE MOVING

Having a five story building comprising fortyone thousand square feet devoted exclusively to the Packing and Storing of Household Goods and Office Furniture for shipment.

We are the largest concern in New England doing this kind of work, operating a fleet of trucks for intercity and interstate shipments, also take care of your collections and represent you at this end.

Main Office and Packing Dept.

79 Broadway

South Boston

Intown Office

28 Bromfield Street

Boston

BOSTON, MASS. FOREST HILLS, MASS.

The Forest Hills Storage and Warehouse
(Bonded)
126 CALL STREET

General Merchandise—Distributing—Separate Rooms for Furniture-Bonded Warehouse. Our own side track—direct,

N. Y., N. H. & H. R. R. Consign to Forest Hills Station.

BOSTON, MASS.

GIBBS EXPRESS CO. YETTEN'S STORAGE

ESTABLISHED 1845

232 State St.

Tel. Richmond 3408

General Merchandise Distribution and Warehousing We operate 6 motor trucks and 6 horse drawn vehicles

BOSTON, MASS.

# Northern Avenue Stores and Dock Corporation

New Haven Terminal Stores 308-316 Congress Street, Boston, Mass.

Direct Track Connection

New York, New Haven & Hartford Railroad

Dockage for Steamers and Vessels

Storage of Wool, Leather and General Merchandise

> Fort Hill Storage Warehouse 415-429 Atlantic Avenue 76-86 Purchase Street

> > General Merchandise

George W. Blinn, Manager

BOSTON, MASS. BRIGHTON, MASS.



Office 80-108 Holton St., Brighton, Mass.

General Merchandise Storage and Distributing

Pool Car Shipments. Location in the Center of Greater Boston. B. and A. R. R. Siding.

MOTOR TRUCK SERVICE.

BOSTON, MASS.

# Quincy Market Cold Storage and Warehouse Co.

# STORAGE FOR FREE AND BONDED MERCHANDISE

### Special Attention Given to Distribution

Charles River Stores, 4,776,000 cu. ft. Fireproof construction—Lowest Insurance Rates. Direct track connection with the Boston & Maine R. R. Deep Water Connection—Dock 500 ft. long.

Albany Terminal Stores, 1,430,000 cu. ft. Fireproof construction — Lowest Insurance Rates. Direct track connection with the Boston & Albany R. R.



Summer Street Stores, 2,000,000 cu. ft. Fireproof construction. Lowest Insurance Rates. Direct track connection with the New York, New Haven & Hartford R. R.

### GEORGE S. LOVEJOY, Manager

General Storage Department
Main Office:
178 Atlantic Ave., Boston, Mass.



Summer Street Stores, Direct Connection via N. Y., N. H. & H. R. R.

BOSTON, MASS.

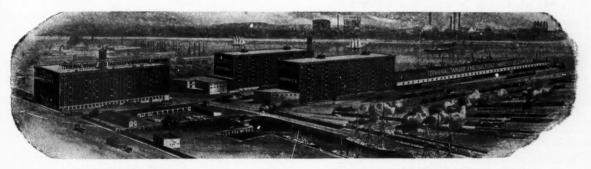
H. H. WIGGIN, PRESIDENT

S. G. SPEAR, TREASURER

# TERMINAL WHARF AND RAILROAD WAREHOUSE COMPANY

50 Terminal Street

Charlestown District, Boston



Mystic Stores, Charlestown Boston & Main siding Adjoins Mystic Wharf

# Storage of Wool, Cotton and General Merchandise

LOWEST INSURANCE RATES DIRECT TRACK CONNECTIONS BOSTON & MAINE R. R.

SHIPPING DIRECTIONS
MYSTIC WHARF
BOSTON, MASS.

CARTAGE TO AND FROM FREIGHT STATIONS AND BOAT LINES

E Street Stores, South Boston Direct R. R. connection with N. Y., N. H. & Hartford

# Fumigation of Foreign Cotton and Cotton Waste

AND OTHER MATERIALS AS REQUIRED BY U. S. GOVERNMENT

> WEIGHING, SAMPLING, AND ALL SERVICES USUALLY PERFORMED BY AN UP-TO-DATE WAREHOUSE

We will Lease or Build to Suit Tenants

#### BROCKTON, MASS.

## **Brockton Fireproof Storage Company**

43 North Montello Street, Brockton, Massachusetts Telephone Brockton 1140

Distributing. Separate Rooms for Furniture. Negotiable Receipts.

Bonded Warehouse. Our Own Side Track. Member A. W. A. Located in center of business and shipping district on N. Y., N. H. & H. R. R.

### CAMBRIDGE, MASS.



shipping goods by rail, consign to our care vis Boston and Albany B. R., East close Station. Car lots will be placed at our door on our own private stding. METROPOLITAN STORAGE WARFHOUSE CO. 134 Massachusetts Avenue, Cambridge, Mass. Avenue, Rambridge, Mass.

#### GREENFIELD, MASS. T

### Greenfield Storage Company

Fire Proof Public Warehouse & M. R. R. Siding-Free Switching. COLD STORAGE—MERCHANDISE— FURNITURE

Machinery Transfer—Long Distance Trucking Commercial and Truck Garage adjoining



### HOLYOKE, MASS.

### Sheldon Transfer & Storage Co., Inc.

ESTABLISHED 1870

Main Office 647 Main St.

Branch Office 47 Main St.

SPECIALISTS IN POOL CARS

Storage Space, 50,000 sq.ft. N.Y.N.H.& H.and B.& M.Sidings

### NORTHAMPTON, MASS.

# GLEASON BROTHERS Moving-Storing-Packing-Shipping P. P. Gleason Prop.

Long distance transfer by auto truck
Building Movers—Crushed Stone, Cement and Mortar Sand
Storage Warehouse—N. Y., N. H. & H. R. R.
Office 7 Pearl St.—Tel. 413-W
Member National Furniture Warehousemen's Assn.
Northampton Baggage Transfer
Boston & Maine R. R.—N. Y., N. H. & H. R. R.
Tel. 153

### SPRINGFIELD, MASS.

#### BILL KNEELAND'S MOTOR EXPRESS STORAGE WAREHOUSE

FREIGHT FORWARDERS

Household Goods and General Merchandise

Principal Office: 222 Chestnut St. N. Y. Office: 325 Hudson St. Boston Office: 139 Pearl St. POOL CAR DISTRIBUTION

WORCESTER, MASS. J. W. MacGregor

George A. Bowker

GEORGE A. BOWKER, Inc.
STORAGE WAREHOUSE
Distributors of General Merchandise
Carload and Pool Lots a Specialty

W BUILDING
B. & M. R.R. SIDING
122-124 Central Street 111-113 Thomas Street NEW BUILDING

Reliable Service

### WORCESTER, MASS. [

IN THE HEART OF NEW ENGLAND

### **Bowler Storage and Sales Company**

General Merchandise Warehousemen Specializing in Receiving, Storing and Distributing General Merchandise for Manufacturers, Agents and Brokers.

By an Organization Whose Policy Is

SECURITY, SYSTEM and SERVICE

### WORCESTER, MASS. [

### NORTHEASTERN STORAGE & DISTRIBUTING CO.

Storage and Distribution of General Merchandise

Poel Car Distribution

Railroad Facilities

### WORCESTER, MASS. 1

### School Street Storage Warehouse Co.

44-52 School St.

Storage, Shipping, Packing of Household Goods General Merchandise Distribution; Pool Car Shipment

MEMBERS A. W. A. AND N. F. W. A.

### WORCESTER, MASS.

C. A. BARTON, President F. A. JENKS, Vice-President GEO. T. DEWEY, Treasurer

### Worcester Cold Storage and Warehouse Company

Members A. W. A.

Pool Car Shipments General Merchandise Storage
Local Distribution

Cold Storage of Food Products Direct Boston & Albany Railroad Siding

### BAY CITY, MICH.

# The Riverside Truck & Storage Co.

General Merchandise Distribution

Storage of Household Goods and Merchandise. Car Load Lots and less than Car Load Lots.

Private Railroad Track. Sidings on All Railroads Entering Bay City.

#### Office and Warehouses:

Cor. 2nd and Adams St., Bay City, Mich.

#### BAY CITY, MICH. [

G. VAN HAAREN

### P. Van Haaren & Sons Storage Co. FIRE PROOF STORAGE

Steel Compartments for Furniture Storage GENERAL TRANSFER LINE

Est. 1880

MOTOR TRUCK SERVICE
BAY CITY, MICHIGAN

The Men Who Distribute

# Jersey Cereals

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

### DETROIT, MICH.

### BAIER TRANSFER CO.

Griswold at Atwater St.

Main 1496. Cherry 6424 Holiday and Night Calls-Empire 0885

MOVING-CITY and INTERURBAN

STORAGE and PACKING TRANSFER OF BAGGAGE

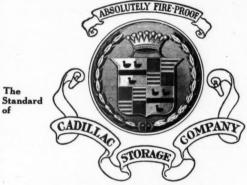
FORWARDERS TO WESTERN COAST POINTS CANADIAN LICENSE 2 WAREHOUSES

MAIN OFFICE 142 Griswold St.

2973 West Grand Blvd.

### DETROIT, MICH. [

### Your Big Desire Fulfilled-The House of Personal Service



### DETROIT MICHIGAN'S LARGEST FIREPROOF STORAGE WAREHOUSE

A Safe Depository for

HOUSEHOLD EFFECTS MERCHANDISE MUSICAL INSTRUMENTS Export Boxing
Reshipping and Distribution
Trunk Vaults and Picture
Gallery
The Finest Moving Equipment in the Middle West
Rigging and Erecting

Cold Storage Vaults for Furs,

Etc.
Rug and Textile Vaults
Rug and Upholstering Cleaning
Furniture Repairing
Safety Deposit Vaults
Crating and Packing

We remit on receipt of Documents and Goods

### DETROIT, MICH.

### Great Central Warehouse Company

1321-12th Street, Detroit, Michigan MERCHANDISE WAREHOUSE EXCLUSIVELY

Private R. R. Siding on Michigan Central R. R. Can Handle 40 Cars Daily.

Prompt and Efficient Service Guaranteed. POOL CARS AND L.C.L. SHIPMENTS

MOTOR TRUCK DISTRIBUTION IN DETROIT AND VICINITY Our warehouse is located on the west side of Detroit, easily accessible to all manufacturing plants and railroad freight depots.

#### DETROIT, MICH.

### HORN'S COMMERCIAL WAREHOUSES

We store or distribute all classes of merchandise. We operate our own motor trucks and can give "SERVICE."

"THRU SERVICE WE GROW"

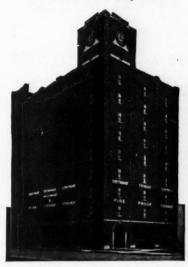
DETROIT

MICH.

### DETROIT, MICH.

# Detroit Storage Co.

A. A. LEONARD, Pres.



MOVING, PACKING, SHIPPING Corner East Grand Boulevard and Beaubien St., DETROIT, MICH.

Member National Warehousemen's Ass'n.

### DETROIT, MICH.

Quality

Service

### JOHN F. IVORY, Inc.

Office 6439 Hamilton Ave.

Moving Engineers

Moving Packing Shipping Storage

Warehouse 1338 to 1348 Lafayette Boulevard Phones: Northway 2714-2982

### DETROIT, MICH.

#### MERCHANTS WAREHOUSE CO.

Storing, Distributing, Forwarding 5620 FEDERAL

E. B. Dixn, Manager

Detroit, Mich.

### DETROIT, MICH. [

#### METROPOLITAN EXPRESS & CARTAGE CO.

Moving, Storage, Packing, Shipping WE MOVE BY VAN WITHIN 1000 MILES EVERY LOAD INSURED

Warehouse 1338-48 Lafayette Blvd.

Member D. T. A.

J. A. BLENMAN, Prop., 7430 Beaubien St., Detroit

### DETROIT, MICH. [

# The Michigan Terminal Warehouse Co.

See our advertisement on front inside cover, page 2.

DETROIT, MICH.

WM. P. BRADLEY

JULIUS BERMAN Vice President FREDERICK B. BROWN Secretary Treasurer

# RAILROAD WAREHOUSE INC.

DETROIT, MICHIGAN

OFFICE:

General

WAREHOUSE:

1212 First National Bank Bldg.

Merchandise

6930 West Jefferson Avenue

Telephone, Main 2922

Storage

Telephone, Cedar 5060

50,000 Square Feet of Ground Floor Space

Warehouse Located in Heart of Factory District

PRIVATE R. R. SIDING

Direct Connection on: Penn. R. R., Pere Marquette R. R., Mich. Central R. R. and Wabash R. R.

Inside and outside space for coal, lumber, brick and building material of all kinds. Carload lots or L.C.L. shipments.

WE SOLICIT YOUR MERCHANDISE STORAGE BUSINESS IN DETROIT

EFFICIENT SERVICE

CARTAGE FACILITIES

DETROIT, MICH



J. D. DUNN President & Treasurer American Warehousemen's Association National Furniture Warehousemen's Association

R. CROUL DICKINSON Vice-President C. H. BREAULT Secretary

# STORAGE—REMOVALS—PACKING—SHIPPING "SERVICE WITH SECURITY"

Let us represent your interests in Detroit. Every facility is provided for the most efficient handling of your shipments of household effects.

Service personally directed, coupled with efficiency and responsibility, will result in a satisfied customer for you at destination.

RIVERSIDE STORAGE and CARTAGE CO.

CASS and CONGRESS STS.

DETROIT, MICHIGAN

DETROIT, MICH.

### WOLVERINE STORAGE CO.

EAST JEFFERSON AVENUE
AND
TERMINAL RAILROAD

Storage

Moving

Packing

Shipping

LARGEST FIREPROOF WAREHOUSE IN STATE

Members National Furniture Warehousemen's Association

FLINT, MICH. [

THE ONLY FIREPROOF WAREHOUSE IN FLINT, MICHIGAN

Moving Packing Shipping Storage FLINT FIREPROOF STORAGE CO. 615 East 6th Avenue

GRAND RAPIDS, MICH.

### LARGEST COMMERCIAL WAREHOUSE IN WESTERN MICHIGAN



# COLUMBIAN STORAGE & TRANSFER CO.

Located within four blocks of all principal freight depots.

GRAND RAPIDS, MICH.

"INSTANT SERVICE"
MERCHANDISE WAREHOUSE ONLY

We operate 36 horse-drawn vehicles and 12 motor trucks. Orders received before noon shipped same day.

Pool Car Distribution

Private R. R. Siding Michigan Central R. R.

Free Switching

GRAND RAPIDS, MICH.

Elston Packing & Storage Company

Storage—Moving—Packing—Shipping

Office: Wealthy St. and Charles Ave., Grand Rapids, Michigan

GRAND RAPIDS, MICH.

# Most Up-to-Date Warehouse in Michigan

Concrete Construction.
Absolutely Fireproof. Sprinkler Risk.
Lowest Warehouse Insurance Rate in State.
Track Capacity, 25 Cars.
Latest and Best Equipment for Handling

### General Merchandise Storage

Cartage Facilities.
High Grade Service Guaranteed.
Negotiable Warehouse Receipts Issued,
Pool Car Distribution.

Furniture Manufacturers Warehouse Co. 505-511 Fulton Street, West Grand Rapids, Mich.

GRAND RAPIDS, MICH.

### MOVING, PACKING, STORING

Every load protected by insurance while in transit
Courtesy, Service, Safety
Long Distance Moving

GRAND RAPIDS STORAGE & VAN COMPANY 1546 Lake Drive, S. E. Grand Rapids, Mich.

GRAND RAPIDS, MICH.



# manufacturers in your town do business in Michigan?

If they do, there is an opportunity for you to offer them an out-of-the-ordinary service on which you can "cash in."

Tell them that Grand Rapids is an ideal center of distribution for the greater part of this state; that it is well served by three railroads and a boat line; that it is the logical place for their "spot stocks;" that it is a great bread bulk point.

Tell them that in the heart of this city we operate ten separate and distinct warehouses, each specially equipped for handling and storing carefully classified commodities; that many of the leading concerns of the country use these facilities. In short, to get the same kind of good service you would give them yourselves,

Have them Mark Their Shipments c/o

### RICHARDS STORAGE COMPANY

Michigan, Ottawa and Ionia Aves.

Grand Rapids, Mich.

LANSING, MICH.

"Center of Michigan"

### Fireproof Storage & Transfer Co.

SERVICE-SAFETY-SATISFACTION-GUARANTEED

MOVE—PACK—CRATE—TRANSFER FIREPROOF WAREHOUSE—PRIVATE SIDING POOL CAR DISTRIBUTION LANSING, MICH. J

### LANSING STORAGE COMPANY

The only modern fireproof warehouse in Lansing exclusively for household storage.

#### RUG-TRUNK-SILVER VAULTS

WE KNOW HOW

Washington Ave. at Genessee St.

SAGINAW, MICH.

### CENTRAL WAREHOUSE CO.

GENERAL WAREHOUSEMEN AND FORWARDERS MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM
Private Sidings M. C. R. R.
SAGINAW, MICH. N. Michigan Ave.

DULUTH, MINN, T

Established 1892
Thirty-One Years of Experience

### DULUTH VAN & STORAGE CO.

18 Fourth Avenue, West Modern Storage Facilities for Household Goods & Merchandise POOL CAR DISTRIBUTORS

Located on Terminal Tracks-No Switching Charge

DULUTH, MINN, I

TRANSFER & STORAGE COMPANY

PACKING, STORAGE, SHIPPING Largest Padded Vans in the City Private Switch-No Switching Charge
Freight, baggage and express transfer. Furniture packing and moving, and heavy hauling, private locked rooms, heated plano and painting rooms. Advanced charge remitted instantly. Reciprocity at every opportunity. POOL CARS DISTRIBUTED

DULUTH, MINN.



### McDougall Terminal Warehouse Co.

OWNERS OF
MINNESOTA-ATLANTIC TRANSIT COMPANY Duluth, Minnesota

The Northwest's Newest and Greatest Terminal

Northwest's Newest and Greatest Term
350,000 sq. ft. General Storage Space
1,000,000 cu. ft. Cold Storage Space
90-Car Track Capacity—Free Switching
Insurance Rate 10c Complete Service
2,000 feet Water Front
Water Transportation
Refrigerated Motorships and Steamers
Bi-Weekly Sailings Direct to New York
All-water No Transfer
Fastest Lake and Rail Service
Sailings Every Other Day—All Eastern Points
Via Port Huron, Mich.

### McDougall Terminal Warehouse Co.

New York

Duluth, Minnesota Minneapolis

DULUTH, MINN. [

### SECURITY STORAGE & VAN CO., 14 EAST MICHIGAN ST.

STORAGE AND TRANSFER OF HOUSEHOLD GOODS AND MERCHANDISE

POOL CAR DISTRIBUTORS

Located on Terminal Tracks

No Switching Charge

MINNEAPOLIS, MINN.

## THE BOYD TRANSFER & STORAGE CO.

Minneapolis, Minnesota

**NET RESOURCES \$450,000,00** 

### Outstanding Facts About BOYD

Storage Plant Covering an entire City block. Fireproof Warehouse for Household Goods with 1800 Rooms and Compartments.

Freight Depot on C. G. W. R. R. for Merchandise Storage and Distribution. Trackage for Twenty Cars.

Largest Pool Car Forwarders in the Northwest. Forty Motor and Horse-drawn Vans covering every part of Minneapolis and St. Paul.

THIRTY YEARS EXPERIENCE

MINNEAPOLIS, MINN. [

Both our fireproof and non-fireproof warehouses are located in the downtown business district on direct railroad trackage.

DISTRIBUTING AND WAREHOUSING
MERCHANDISE AND HOUSEHOLD GOODS
TRUCK SERVICE

Regular Trips Detween Twin Office

Cameron Transfer and Storage Co. Main Office, 420 Second Avenue South Warehouses: 734 to 758 North Fourth Street

MINNEAPOLIS, MINN.

### KEDNEY WAREHOUSE CO.

Merchandise Houses 8-22 Hennepin Ave., on C. G. W. Trap Car and Motor Truck Service

Household Goods Houses 101 Third Ave. So. on Belt Line Tracks Packing - Moving -Shipping

Members-A. W. A. C. W. C. Minn, W. A.

MINNEAPOLIS, MINN, [

1,500,000 CUBIC FEET FIREPROOF

Lowest Insurance Rate in Minneapolis

Locked private fireproof rooms for storage of household goods. Pool car distributors. Complete fleet of vans and motor trucks.



MINNEAPOLIS, MINN.

# **MURPHY**

Transfer & Storage Co.
900 Fourth St. North, Minneapolis, Minn.

Fireproof, sprinklered, with the lowest insurance rates, the safety of your goods is not only assured, but at lower cost.

Three railroads connect direct to our platform: the G. N., M. & St. L., and C., B. & Q. All others switch free to us

MINNEAPOLIS, MINN.

# SECURITY WAREHOUSE COMPANY

Established 1883

# MERCHANDISE STORAGE And DISTRIBUTION

For Minnesota and Northwestern States

L. C. L. Shipments without Cartage

**Motor Truck Deliveries** 

Located in heart of wholesale district

**Minneapolis** 



MINNEAPOLIS, MINN.

# Skellet Company of Minneapolis

deserves a place at the head of your Minneapolis list. A new warehouse, modern in every detail, and operated by experienced men along most efficient lines. Open storage and private rooms; centrally located on private side track: 21 vans and trucks. Our facilities and service warrant your investigation. We guarantee all our services.

Members:

N. F. W. A. A. W. A. Central Clu

SKELLET COMPANY

201 South Fifth Street

Minneapolis, Mirn.

We operate Ballard Company in St. Paul

MINNEAPOLIS, MINN. [

Consign your Minneapolis shipments to

# The Thompson Transfer & Storage Co.

Prompt and efficient service on Pool Cars of household goods and merchandise. Motor Van Service

Collections remitted upon receipt of B/L

Office 310 South 4th Street

ST. PAUL, MINN.

S. Dan

Minn.



Distributors and Handlers of HOUSEHOLD GOODS

ST. PAUL, MINN. [

# Your Patrons in the Northwest Demand Quick Service

Let us help you give it to them

We are at the natural gateway, at the junction of nine railroads, Minnesota Transfer, in Midway, a short distance from the jobbing and retail districts of both St. Paul and Minneapolis—giving complete accessibility from one stock to every point.

L. C. L. shipping without carting. Motor Trucks for local deliveries. Forty acres of ground. Six miles of trackage, operated by our electric locomotives.

Merchandise Bonded and Cold Storage Industrial Sites

Let us help you solve your distribution problem in this territory.

### CENTRAL WAREHOUSE COMPANY

Office: 739 Pillsbury Avenue

St. Paul, Minn.

Members A. W. A., Central Warehousemen's Club and Minnesota Warehousemen's Association



ST. PAUL, MINN.

# FIDERITY STORAGE & FRANCES CO.

HIGH GRADE STORAGE ACCOMMODATIONS
Office, 310-312 Cedar St.
Pooled Cars Distributed, Three Track Warehouses,
Merchandise and Household Goods

ST. PAUL, MINN.

# Kedney Warehouse Co.

9th & Broadway-on G. N. & Burlington

## Merchandise Storage and Distribution

Moving, Packing and Shipping Household Goods

Members A. W. A., C. W. C., Minn. W. A.

ST. PAUL, MINN.

# ST. PAUL TERMINAL WAREHOUSE COMPANY

New, clean, fireproof warehouses. Located centrally in jobbing district. LCL shipping without cartage. Motor Trucks for store door delivery. Bonded to the State.

Merchandise Storage and Distribution

ST. PAUL

JACKSON, MISS. [

# RICKS

Storage & Distributing Company
BONDED WAREHOUSEMEN

Mississippi's Largest Warehouse

General Merchandise and Household Goods Storage and Distributing

> Modern Brick Buildings Private Siding I. C. R. R. Motor Truck Service

Members:

American Warehousemen's Ass'n National Furniture Warehousemen's Ass'n

JOPLIN, MO. I

Tonnies Transfer & Storage Co. 1027-43 Virginia Ave. Joplin, Mo.

Distribution and storage of merchandise Fireproof warehouses—Motor van service On railroad siding—Lowest Insurance rates PACKING—STORAGE—SHIPPING KANSAS CITY, MO. [

# Serve the Southwest with United Service



KANSAS CITY WAREHOUSE

Three of the finest fireproof modern warehouses in the middle west. All operated by experienced warehousemen. Each equipped to furnish any service connected with the efficient storing, forwarding, or distribution of new merchandise. Ask us about it.

# UNITED WAREHOUSE CO. Capital, \$100,000.00

Kansas City, Mo. 2114 Central St.



Wichita, Kansas 815 E. 2nd

# A Thousand Salesmen

at a cost to you of ten thousand dollars a day could not give your business the same simultaneous coverage in the warehousing industry as is represented by an advertisement in "Distribution & Warehousing" at a cost to you of less than twenty-five dollars.

Furthermore — your advertisement continues working for you the whole balance of the month

# FOR NOTHING

The progressive manager will use this silent salesman to advantage NOW.

Advertising rates on request

Distribution & Warehousing
239 West 39th St.

New York City

# Kansas City, Mo.

(The Heart) of America

### HOUSEHOLD GOODS COMPANIES

D. A. Morr Transfer & Storage Co., Kansas City, Mo.

Beebe Storage & Moving Co., Kansas City, Mo.

L. Leritz & Son Storage & Moving Co., Kansas City, Mo.

Monarch Transfer & Storage Co., Kansas City, Mo.

Perky Bros. Transfer & Storage Co., Kansas City, Mo.

A. B. C. Fireproof Warehouse Co., Kansas City, Mo.

Groves Fireproof Warehouse Co., Kansas City, Mo.

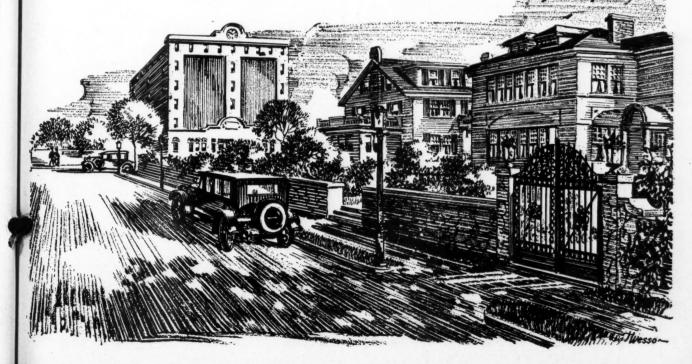
Lincoln Fireproof Storage Co., Kansas City, Mo.

### MERCHANDISE WAREHOUSE COMPANIES

Crooks Terminal Warehouses, Kansas City, Mo.

Central Storage Company, Kansas City, Mo.

Adams Transfer & Storage Co., Kansas City, Mo.



ST. LOUIS, MO.

# ARROW

Fireproof Storage & Moving Co., Inc. 4116 N. UNION BLVD.

CONCRETE CONSTRUCTION FIREPROOF WAREHOUSE FOR FURNITURE

Merchandise Storage and Distribution

Bonded Warehouse On Terminal Switch For Car Lots

ST. LOUIS, MO.

ST. LOUIS, MO.

Four of St. Louis' oldest and largest household goods warehouses under "GENERAL" management.

Langan & Taylor Storage & Moving Co.

R. U. Leonori Auction & Storage Co. American Storage & Moving Co. J. Brown Storage Co.

In the world of household goods warehousing, these words are synonyms —

SAINT LOUIS MISSOURI



GENERAL WAREHOUSING COMPANY

ST. LOUIS, MO.

# BEN A. LANGAN

FIREPROOF STORAGE CO.
5201 to 5209 Delmar Ave.

ST. LOUIS

Expert Movers and Forwarders of HOUSEHOLD GOODS

Our Auto Van Service is Unexcelled Your Interests Will Be Safely Guarded ST. LOUIS, MO.

# Gunn Transfer Co.

112-114 S. Seventeenth St.

St. Louis, Missouri

Storage and Distribution
Pool Cars Assembled
and Distributed
Merchandise
Furniture
Low Insurance Rate
Warehouse on R. R. Siding

ST. LOUIS, MO.

# The St. Louis Gateway.

Goods laid down on our floors in St. Louis are within a few hours of a million and a half purchasers, while 775,000 are right outside the doors. With our downtown location and excellent reshipping facilities you can serve this mammoth population at minimum expense. We co-operate in serving your interests in this territory. We make a specialty of the storage of automobiles.

Pennsylvania Terminal Warehouse Co. of St.Louis, Missouri.

R. F. Abernathy, Resident Mgr.

WAREHOUSE

HASTINGS, NEBR.

Borley Storage & Transfer Co., Inc.

STORAGE—FURNITURE MERCHANDISE

HAULING, LIGHT & HEAVY TWO WAREHOUSES

Private Railroad Siding All Railroad Connections

NORFOLK, NEBR.

BONDED WAREHOUSE

### NORFOLK TRANSFER and STORAGE

W. H. BLAKÉMAN, Owner
Merchandise, Household Goods and Automobiles
Pool Cars Distributed C. N. W., U. P., C. St. P. M. & O.

OMAHA, NEBR. T

# **BEKINS OMAHA VAN and STORAGE**

Household Goods and Merchandise

16th and Leavenworth St., OMAHA, NEBR.

OMAHA, NEBR.

# **FIDELITY**

STORAGE & VAN CO.

1107-11 HOWARD STREET

**Exclusive Household Storage** 

Removals — Packing — Forwarding
All Collections Promptly Remitted

MEMBERS American Warehousemen's Association
Central Warehousemen's Club
National Furniture Warehousemen's Association

OMAHA, NEBR.

### **GORDON**

### Fireproof Warehouse & Van Co.

Main Office: 219 North 11th Street

Four warehouses on track, equipped with automatic sprinkler systems.

Accommodations for brokers, jobbers, automobile manufacturers, etc.

Household Goods Packed, Stored and Forwarded

MEMBER:

American Warehousemen's Association.
Central Warehousemen's Club.
National Furniture Warehousemen's Association.

With A National Group
of Good Warehouses
Represented By
Distribution Service Inc
CHICAGO NEW YORK
27 W.Ems 95: 100 Boxes Sc
Superior 9066 BoolingSum 500

OMAHA, NEBR. [

### **MERCANTILE**

STORAGE & WAREHOUSE COMPANY
Merchandise Distribution and Warehousing
Write us for rates.

**OMAHA** 

OMAHA, NEBR.

# Pacific Storage & Warehouse Co.

1007-9-11 JONES STREET

Merchandise Storage and Distribution Pool cars solicited

Private Siding

Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

Service That Satisfies Is Our Motto

Members of the Central Warehousemen's Club, American Warehousemen's Ass'n. OMAHA, NEBR.

### Terminal Warehouse Company

702-712 S. Tenth Street

CENTRALLY LOCATED
POOL CAR DISTRIBUTION,
MERCHANDISE STORAGE AND TRANSFER.
IMPLEMENTS STORAGE AND TRANSFER.
COMPLETE HOUSEHOLD GOODS SERVICE.
WE RECIPROCATE.

MANCHESTER, N. H.

# McLANE & TAYLOR

Direct Boston & Maine Siding

MERCHANDISE—COLD STORAGE PLANT—FUR STORAGE—AUTOMOBILE STORAGE AND HOUSEHOLD GOODS

> New and Absolutely Fireproof Warehouse

WAREHOUSING IN ALL ITS BRANCHES

ATLANTIC CITY, N. J.

# ELDREDGE EXPRESS and STORAGE WAREHOUSE CO.

Office: 110 N. South Carolina Avenue Inter-City Auto Service Heavy Hauling



Railroad Siding and Storage Yard

Storage for Goods and Merchandise

Piano Moving

Phone 10

CAMDEN, N. J.

C. S. & E. J. ZEIGLER, Proprietors

### The Park Storage Warehouse Co.

Main Office and Warehouse: HADDON AVE. AND PINE ST., CAMDEN, N. J.



Estimates Cheerfully Given

Phones, Bell 1299, Eastern 460

Storage, Moving, Packing and Shipping

EAST ORANGE, N. J.

### JACOB DIETRICH

Storage, Moving, Packing and Shipping Oranges and Maplewood-Padded Motor Vans My satisfied customers cover a period of over 30 years. Shipments solicited.

47 No. Grove Street, EAST ORANGE

EAST ORANGE, N. J.

Est. 1907

## The Orange Storage Warehouse

Fireproof Household Goods Warehouses

42 Harrison Street MOTOR TRUCK EQUIPMENT

EAST ORANGE, N. J.

### Established 188 THOMAS P. WATSON

29 McKINLEY AVENUE

Fireproof Storage Warehouse
Largest Insurance Rate—
Service in the Oranges, Montclair, Maplewood
Member National Furniture Warehousemen's Association
Member New Jersey Furniture Warehousemen's Association

HACKENSACK, N. J.

### GEO. B. HOLMAN & CO., Inc.

STORAGE - SHIPPING - P HOUSEHOLD GOODS EXCLUSIVELY

Most Modern Equipment in North Jersey

Complete Warehouse Service Motor Vans for Local & Long Distance Hauling Members N. J. F. W. A. and N. F. W. A.

JERSEY CITY, N. J. J

### GOODMAN WAREHOUSE CORP.

**Fireproof Storage** 

For Shipments of Household Goods and Merchandise in Jersey City and Greater New York Accessible to All Railroads

For Information See Directory (December Issue, Page 207). JERSEY CITY OFFICE......NEW JERSEY BAYONNE .....NEW JERSEY

NEWARK, N. J.

# A Real Warehouse



With Rail and Water, and in the Heart of Newark

Member A. W. A.

ESSEX WAREHOUSE CO.

NEWARK, N. J.

### JOS. J. KROEGER

Tel. Market 7372

Storage-Fireproof or Non-Fireproof Motor Trucks for Long Distance Moving

546-552 Central Ave.

The Men Who Distribute

### **Armour Cereals**

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

NEWARK, N. J.

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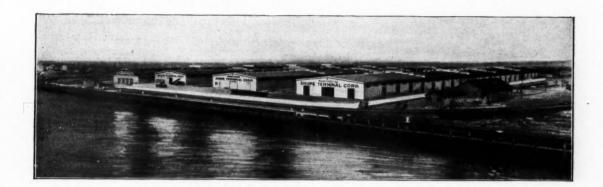
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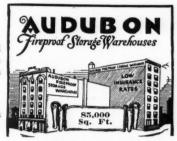
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# King Storage Warehouse, Inc.

Opposite N. Y. C. West St. Station



### COMMERCIAL and FURNITURE STORAGE PRIVATE RAILROAD SIDINGS

DISTRIBUTING SERVICE

Carload or less carload shipments will receive prompt and careful attention. This branch of warehousing has been a specialty with us for over twenty years. We maintain our own delivery service.

HOUSEHOLD GOODS We solicit your Syracuse business. Motor delivery service. Careful attention to collections. Satisfaction to yourself and customer guaranteed.

FOR SAFETY WE SHIP FURNITURE IN THE KING SHIPPING CASE

358-376 West Water St.

MEMBERS

American Warehousemen's Association National Furniture Warehousemen's Association

### TROY, N. Y.

Great Eastern Storage, Transfer & Wrecking Corporation 124-134 Ferry Street, Troy, N. Y.

### MERCHANDISE AND FURNITURE STORAGE. DISTRIBUTORS AND FORWARDERS

Private R. R. siding. Free switching from all railroads entering Troy. Main Warehouse located in Wholesale District, close to R. R. and Boat Depots. One Warehouse on the Barge Canal. POOL CARS HANDLED. Specialty salesmen available. Collections made. Buildings have Dry Sprinkling System. Lowest Insurance rates in the City. References from any of our satisfied customers on request.

### UTICA, N. Y.

In Utica it is

Special attention given to Merchandise Distribution and Pool Car shipments, also Household Goods shipments.

Members of American Warehousemen's Association, National Furni-ture Warehousemen's Association, New York State Warehousemen's Association and Central New York Warehousemen's Club.

JONES-CLARK TRUCKING and STORAGE CO., Inc.

127-135 Hotel St.

### UTICA, N. Y.

### Seneca Warehouse Co., Inc.

125,000 sq. ft. of Fireproof Storage. Insurance rate 12c. Private R. R. Siding-6 Cars. MERCHANDISE-POOL CAR DISTRIBUTION.

### WHITE PLAINS, N. Y.

# Carpenter Storage, Inc.

29-31 Brookfield St.

Also serving

One of the most modern and best equipped Storage Warehouses in Westchester.

Tarrytown Scarsdale

Household Goods Exclusively Low Insurance Rate

Hartdale Mamaroneck

Packing—Crating—Shipping

Portchester Larchmont

Members N.Y.F.W.A. Reference, Any Bank in Our City

### YONKERS, N. Y.

# McCann's Storage Warehouse Co. 3 MILL ST.

# Fireproof Storage Warehouse Strictly modern in every respect. The largest and latest in Westchester County—serving entire county.

### CHARLOTTE, N. C.

Is the natural distributing point for North and South Carolina. We distribute pool cars, store merchandise only and act as branch house for manufacturers. Fireproof warehouses. Free switching with all roads entering City.

AMERICAN BROKERAGE & WAREHOUSE CO. Established 1908

### CHARLOTTE, N. C.

## Carolina Transfer & Storage Co.

211 W. 1st St., Charlotte, N. C.

Bonded fireproof storage.

Household goods and merchandise.

Pool cars handled promptly. Motor Service. Members A. W. A. and N. F. W. A.

#### GREENSBORO, N. C.



### Rucker Bonded Warehouse Corporation

Greensboro, North Carolina

Storage of Merchandise—Forwarding Merchandise.
Private Railroad Sidings. Sprinkler System
Low Insurance Rate. Pool Cars Handled Quickly MEMBERS: A. W. A.

#### RALEIGH, N. C.

IN THE CENTER IS THE NATURAL DISTRIBUTING POINT FOR CAROLINA



CAROLINA STORAGE & DISTRIBUTING CO. Merchandise Storage and Distributing

Pool Cars A Specialty

Motor Service

### FARGO, N. D.

### UNION TRANSFER COMPANY

126,000 square feet floor space. Seventeen years of service to shippers. Merchandise, agricultural implements, household goods. Ship pool cars and spot stocks in our care. No car switching charges.

806-810 Nor. Pac. Ave.

Members-A. W. A. C. W. C. A. C. W. Minn, W. A.

### GRAND FORKS, N. D.

### Kedney Warehouse Co. FIREPROOF STORAGE

Merchandise and Household Goods Pool Car Distribution-Moving-Packing

C. W. C. Minn. W. A. Members-A. W. A.

#### AKRON, OHIO

### THE

# **CITY VIEW**

APARTMENT & STORAGE CO.

LARGEST FIREPROOF STORAGE CO.

# AKRON

Commercial & Household Goods LOCATED IN THE HEART OF AKRON on B & O RAILWAY-FREE SWITCHING

#### AKRON, OHIO

# COTTER WAREHOUSE

Fireproof Warehouse for Furniture. Motor Vans, Packing

### The ULGe COTTER WAREHOUSE Company

239 East Mill St., Akron, Ohio

Formerly Union Fireproof Warehouse Co.

#### AKRON, OHIO

# race MERCHANDISE DISTRIBUTION

Merchandise Storage and Distribution, Rubber makers' Supply Depot



UNION TERMINAL WAREHOUSES

The ULes COTTER WAREHOUSE Company Established in 1882
Akron, Columbus, Mansfield and Toledo Executive Offices at Mansfield, Ohio Akron Office, 97 East South St.

### AKRON, OHIO

### The KNICKERBOCKER WAREHOUSE and STORAGE CO.

36 CHERRY STREET

HOUSEHOLD GOODS AND MERCHANDISE

FIREPROOF WAREHOUSE

MOTOR TRUCKING

### CANTON, OHIO

### THE CUMMINS STORAGE CO.

CANTON, OHIO

Cor. 4th and Walnut St., S. E., Cor. 4th and Walnut St., S. E.,
General Merchandise, Distribution and Household Goods Storage.
Fireproof and Non-Fireproof Buildings. Private Steel Lockers.
Unsurpassed facilities for handling pool car and car load shipments.

RAILROAD SIDINGS
LOGICAL DISTRIBUTOR FOR THIS SECTION

### CINCINNATI, OHIO

### THE CINCINNATI TOBACCO WAREHOUSE COMPANY

Main Office: 7 W. Front Street Cincinnati, Ohio

# STORAGE-

### POOL CAR DISTRIBUTION

Capacity-300,000 Sq. Ft. Three Large Warehouses Sprinkler System Railway Side Track Along Entire Front

### CINCINNATI, OHIO

# Cincinnati Terminal Warehouse Co.

See our advertisement on front inside cover page.

The Men Who Distribute

### Konstructo Tovs

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

### CINCINNATI, OHIO

Officers—Fred Pagels, President; Arthur Pagels, Secretary; R. W. Pagels, Treasurer.

# The Fred Pagels Storage Co.

Fireproof and Non-Fireproof

Business Established in 1867 and built up by

A SERVICE THAT SATISFIES

Prompt Deliveries by Motor Complete Transfer Facilities

Member National Furniture Warehousemen's Association and Ohio Furniture Warehousemen's

MAIN CFFICE

Association

Four blocks from any R. R. entering Cincinnati.

937 West 8th St.

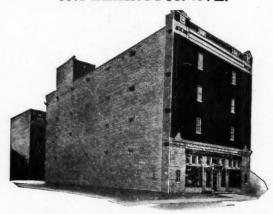


CLEVELAND, OHIO [

# THE ANDREWS

Furniture Storage Co.

6802 LEXINGTON AVE.



MEMBERS eland Furniture Warehousemen's Association.

### CINCINNATI, OHIO

### A Good Reputation of Long Standing



Ever since distribution needs of modern caliber have been felt, the Panhandle Warehouses have been satisfying them. This long record of service rendered with satisfaction is a guarantee to you of the sort of treatment you may expect in transshipping through us. Low insurance, absence of trucking charges on most of our rerouting, and speed, are good causes for you to entrust your warehousing interests to us.

# Panhandle Storage Warehouse Cincinnati, Ohio.

J. F. Upperman, Resident Manager

#### CINCINNATI, OHIO

#### Established 1858

We are equipped to handle carloads and less than carloads for out of town firms. Warehouse on Pennsylvania Railroad. Motor Truck and Team Service.

WALLACE TRANSFER & FORWARDING CO. 222 and 224 East Front Street

Member of American Warehousemen's Assn.,

#### CINCINNATI, OHIO

### THE ZEIGLER SCHAEFER COMPANY

(Inc'P'D.)
Fireproof and Non-Fireproof Storage Over 100,000 square feet in the heart of Cincinnati Let Us Store, Move, Pack, Ship or Distribute Your Automobiles, Furniture and Merchandise

2000-2020 ELM ST.

Est. 1899

CLEVELAND, OHIO

# THE CLEVELAND STORAGE CO.

Established 1884

Offices: Guardian Building

Mercantile Storage Only

Pool Cars for Distribution and Reshipment

Convenient to Business and Shipping District

LOW INSURANCE RATES Sprinkler System

3 Warehouses, Private Siding, C. C. C. & St. L. R. R.

CLEVELAND, OHIO

# The Curtis Bros.' Transfer Company

French, Winter and Fall Streets CLEVELAND, OHIO

Mercantile Storage and General Trucking

Bulk Oil Storage 125,000 Gallons

Low Insurance Sprinkler System Private Siding on C., C., C. & St. L. R. R,

Pool Cars for Distribution

Motor Truck Service

CLEVELAND, OHIO

# The Knickerbocker Storage Co.

7724 Detroit Ave. Cleveland, Ohio

HOUSEHOLD STORAGE

Moving

**Packing** 

Shipping

Member American Warehousemen's Assn.

CLEVELAND, OHIO

### Ship Your Cleveland Freight

Direct care Gregg Cartage Co. Freight to and from Depots.

Storage and delivery on request.

Distribution of Samples, Packages and Circulars.

GREGG CARTAGE CO.

502 Prospect Fourth Bldg., CLEVELAND, OHIO

CLEVELAND, OHIO

THE
LAKESHORE
MOVING &
STORAGE CO.

664 East 105th St.



MEMBERS

Cleveland Furniture Warehousemen's Association. National Furniture Warehousemen's Association.

CLEVELAND, OHIO



Lederer Has Something in Store for You

LEDERER TERMINAL

MERCANTILE WAREHOUSES

CLEVELAND, OHIO

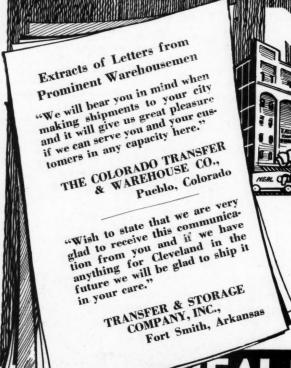
Ninth Street Terminal Warehouse Co.

1200 West Ninth St.

See our advertisement on front inside cover page.



CLEVELAND, OHIO



### Your Next Forwarding Shipment to Cleveland or Surrounding Territory

Consign it to **Neal** and permit us to show you how thoroughly we protect your interests.

Every detail given our prompt personal attention.

A. W. NEAL Pres. C. J. NEAL Vice-Pres. and Treas. W. R. KISSICK Secretary

FIREPROOF 7208 & 11607 EUCLID AVE. STORAGE CO. CLEVELAND, OHIO.

CLEVELAND, OHIO

Our patrons usually have good furniture and ample means to pay for the most elaborate service—yet our service to those who seek economy first is as efficient and as a high grade service can be made.





The LINCOLN STORAGE Co.

5700 Euclid Ave., Cleveland
Established 1905

Geo. A. Rutherford, Pres. W. R. Thomas, Vice-Pres. W. H. Turner, Secy. and Treas.

Member N. F. W. A., A. W. A., and C. F. W. A.

CLEVELAND, OHIO

THE SCOTT BROS.

Fireproof Storage Co.

1838-40 East 55th Street



MEMBERS

Gleveland Furniture Warehousemen's Association.

National Furniture Warehousemen's Association.

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#### CLEVELAND, OHIO



THE

# WINDERMERE

Transfer & Moving Co.

CONVENIENTLY LOCATED FOR EAST CLEVELAND AND

CLEVELAND HEIGHTS SHIPMENTS MEMBERS

Cleveland Furniture Warehousemen's Association.

National Furniture Warehousemen's Association.

COLUMBUS, OHIO



Excellent facilities for Merchandise Storage and Distribution. Service your customers will appreciate.
In transit privileges.



### The Wee COTTER WAREHOUSE Company

Established in 1882
Akron, Columbus, Mansfield and Toledo xecutive Offices at Mansfield, Ohio

Columbus Office, 32 E. Swan St.

COLUMBUS, OHIO

Safety First

# The Fireproof

Warehouse & Storage Company 1018-30 North High Street

Columbus, Ohio

TRANSFERRING — STORING — PACKING

We have one of the finest warehouse plants in the state; being steam heated throughout, equipped with a sprinkler system, absolutely fireproof. The cheapest rate of insurance. Located handy to all railroads, we are able to deliver the best service obtainable anywhere. We solicit your shipments to our city and assure you we will reciprocate. P. A. DOLLE, General Manager.

Motor Truck Service

Vaults for Valuables

Private Rooms

COLUMBUS, OHIO.

The Merchandise Storage Company

Columbus, Ohio

General Storage & Distribution SERVICE THAT WILL SATISFY

DAYTON, OHIO

THE LINCOLN STORAGE CO.

Big 4 Private Siding

"Fireproof" Member N. F. W. A.

313-315 EAST FIRST STREET

A. B. Compton, Vice-President and General Manager

DAYTON, OHIO

THE UNION STORAGE CO.

U. S. BONDED

BAINBRIDGE, BACON & STATE STREETS

MERCHANDISE STORAGE TRANSFER

DISTRIBUTION

MANSFIELD, OHIO

Mansfield Transfer & Storage Co.

> Warehouse Furniture Merchandise

Mr. Wholesaler:

We reach 50 towns and serve 1000 customers around Mansfield by motor truck.

Let us store and distribute your merchandise.

MANSFIELD, OHIO

If Your City Isn't Represented Here

Put it on the shippers' map by inserting your card in this space. MANSFIELD, OHIO

# MERCHANDISE DISTRIBUTION

Fireproof Warehouse for Furniture.

Motor Vans, Packing, Merchandise Storage and Distribution.



Established in 1882
Akron, Columbus, Mansfield and Toledo Executive Offices at Mansfield, Ohio Mansfield Office, 40 W. Third St.

MARION, OHIO I

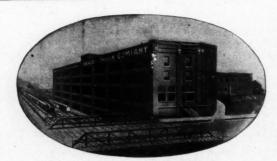
# **MERCHANTS Transfer Company**

160 McWILLIAMS COURT, MARION, OHIO

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods, Automobiles and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER N. F. W. A.

SPRINGFIELD, OHIO



# Springfield, Ohio Shipments!

# Bill through WAGNER

Fireproof Storage and Truck Co.

Siding on Pennsylva-nia Lines. Free Switch-ing Tariff. Excellent and complete facilities for Pool Car Shipments.

Light and Heavy Mo-tor Truck Service for

City and Inter - City Transportation.

A warehouse service that embodies every modern facility for the storage and distribu-tion of merchandise.

SPRINGFIELD, OHIO



So Does

W. P. BYERMAN

Citizens Transfer and Storage

W. P. BYERMAN

Private Siding on C. C. C. & St. L. R. R.



Expert Movers and Packers of HOUSEHOLD GOODS

TOLEDO, OHIO



**Excellent Facilities for Merchandise Storage** and Distribution.

Service your customers will appreciate. Toledo is a Railroad Center.

The WEE COTTER WAREHOUSE Company Established in 1882

Akron, Columbus, Mansfield and Toledo

xecutive Offices at Mansfield, Ohio

Toledo Office-201 Cherry St.

TOLEDO, OHIO



"SHIP TO TOLEDO AND
CONSIGN TO DEPENTHAL"

We are specialists in furniture packing, local and long distance furniture hauling.
Storage for general merchandise and household goods.
Connections with all railreads entering the city.
Private siding on the B. 40.
Member of National Furniture Warhousemen's Association.

DEPENTHAL TRUCK & STORAGE CO. Main Office, 108 Summit Street, Toledo, Ohio

TOLEDO, OHIO

DREW DOES IT

H. L. Drew Cartage and Storage Co.

Merchandise and household goods storage. Moving, Packing, Crating and Shipping

439 Huron St., Toledo, Ohio

TOLEDO, OHIO

THE GENERAL FIREPROOF STORAGE CO.

651-655 STATE STREET

Household Goods Exclusively

Members: The National Furniture Warehousemen's Ass'n American Warehouse Association

TOLEDO, OHIO

HOUSEHOLD GOODS EXCLUSIVELY Established 1894

The H. C. Lee & Sons Co. TOLEDO'S LEADING MOVERS STORAGE

MEMBER N. P. W. A. Toledo, Ohio

TOLEDO, OHIO

### Let "RATHBUN" Do It

THE RATHBUN CARTAGE CO.

195 and 197 So. St. Clair St.

Equipment Up to 20 Tons Capacity

Storage of Household Goods, Pianos and Merchandise

Members Nat'l F. W. Asso.

TOLEDO, OHIO

For Merchandise and Household Goods



# The Toledo Merchants

**Delivery & Storage Company** 

Merchandise—Household Goods FIREPROOF STORAGE SPRINKLERED

PRIVATE SIDING

The Arnold Building—Nickel Plate Road
Location—Close to Commercial Center

EXPERT TRUCK SERVICE

ESPECIAL ATTENTION TO DISTRIBUTION AND RECONSIGNMENTS OF CAR SHIPMENTS

215 So. St. Clair St., Toledo, Ohio

TOLEDO, OHIO

### THE TOLEDO STORAGE CO.

347-49-51-53-55 SOUTH ERIE ST.

Jobber's Warehouse Forwarding—Cartage
Merchandise Storage Only Distributing of Pool Cars
Warehouse Located on T. St. L. & W. R. R.—Nickel Plate R. R. 3 Car Siding
Every facility for the handling of your goods

YOUNGSTOWN, OHIO

THE WM. HERBERT & SON CO.

ABLISHED 1887 INCORPORATED 1922

CRATING — PACKING — MOVING

STORAGE

YOUNGSTOWN, OHIO

MUSKOGEE, OKLA.

### Muskogee Transfer & Storage Co.

2—Fireproof Warehouses

Merchandise and Household Goods Stored—Pool Cars Distributed Railroad Siding.

OKLAHOMA CITY, OKLA.



WAREHOUSE No. 2

# IN OKLAHOMA

We are the leading warehouse specialists and best equipped to serve your needs. Rail facilities for twenty cars, fireproof buildings, motor truck and team service. An organization of experts, 30 years under present management.

LOWEST INSURANCE RATE IN OKLAHOMA

### O.K. TRANSFER & STORAGE CO.

A. C. WEICKER, President

OKMULGEE, OKLA.

# HAL GRIFFIN, THE TRANSFER MAN

Hauling, Storing and Shipping Distribution Service

West Third between Frisco and Okmulgee Northern R. R.

TULSA, OKLA.

### Joe Hodges Fireproof Warehouse Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad. Best Service Obtainable.

TULSA, OKLA.

# Tulsa Storage & Transfer Co.

Fireproof Warehouse

Pooled car distributors—private siding "Frisco" merchandise and H. H. Goods—6 railroads into Tulsa—A. T. & S. F., Frisco, M. V., M. K. & T., O. U. R. & S. S.

Storage-Distribution



Portland Oregon

Logical distributing point Pacific Northwest Territory

PORTLAND, ORE,

BEKINS

FIREPROOF STORAGE

PORTLAND, ORE. Sixteenth and Sandy Blvd. SEATTLE, WASH. Madison at Twelfth

PORTLAND, ORE. |

G. W. CUMMINGS

J. H. CUMMINGS

Northwestern Transfer Co.

STORAGE - DISTRIBUTION - HAULING Free Trackage All Railroads We Make a Specialty of Distributing Pool Cars Office, 64 Front Street

PORTLAND, ORE.

Oregon Auto Despatch

CE LEE CE CE

DRAYAGE AND STORAGE

Distribution Cars a Specialty

30,000 Feet Warehouse Space

Financial Responsibility

Complete Equipment

Office and Warehouse: 200 NORTH 13th STREET

PORTLAND, ORE. [

Oregon Transfer Company
474 Glisan St.
PORTLAND, OREGON

We have 200,000 square feet of Class A warehouse space, a complete drayage equipment and a well organized force of experienced men in all departments.

Storage, Drayage, Distribution

ALLENTOWN, PA.

Hummel Warehouse Company 728-40 N. 15th Street

Pool Car Distribution and Forwarding. Transfer. Storage. Railroad Siding. Mark all shipments Lehigh Valley R. R. Delivery.

BETHLEHEM, PA.

ALLENTOWN, PA.

F. G. LAZARUS 20th Century Storage

Moving, Storing, Packing, Crating, Shipping of Household Goods Only Direct R. R. Siding Lehigh Valley, C. R. R. of N. J.

CHESTER, PA.

Headley's Express & Storage Co., Inc.

General Storage

Merchandise and Household Goods

Moving, Packing and Shipping

ERIE, PA.

ERIE

STORAGE & CARTING COMPANY



ERIE, PA.

# ERIE WAREHOUSE COMPANY

"a complete and efficient service"

ERIE, PA. I

Union Storage Co. of Erie

See our advertisement on front inside cover page.

WAREHOUSE

ENNSYLVAN/A

SYSTEM

ERIE, PA.

# LAKE AND RAIL

Our downtown warehouse is a modern building, fireproofed, commodious, and lo-cated in the heart of Erie's wholesale dis-trict, readily accessible to your local trade.

Our docks extend 1000 feet into one of the best harbors on the Great Lakes and have storage facilities for 800 carloads.

These unexcelled facilities make Erie and the Fort Erie Warehouses the logical place and means for rapid, con-venient, profitable distribution by discriminating shippers.

# Fort Erie Warehouses & Docks Erie.Pa.

J. M. Dunkle, Resident Manager

HARRISBURG, PA.

# Central Storage and Transfer Co.

# New Warehouse

General Merchandise Distribution. Pool Car Distribution. Local and Long Distance Trucking. Railroad Facilities.

HARRISBURG, PA.

POOL CARS

Efficiently Handled



Merchandise and Household Goods Storage

HARRISBURG STORAGE CO. HARRISBURG, PA. P. R. R. Sidings.

HARRISBURG, PA.

#### The Heart of Distribution



Carloads spotted at our doors are broken into LCL ship-ments via any steam line, without carting charges. There is a big saving for distributors in this feature. Trackage for twenty-four cars. Lowest insurance rates.

We are located at the very heart of one of the richest and most populous markets in the country. Get your goods into this market economically through our facilities.

Keystone Warehouse Harrisburg, Pa.

Elmer C. Finkenbinder, Resident Manager

HARRISBURG, PA.

# MONTGOMERY & CO.

STORAGE WAREHOUSES

Merchandise Storage-Transferring-Forwarding

Direct Track Facilities Pool Car Distribution Members A.W.A. and American Chain of Warehouses

LANCASTER, PA. [

S. S. BERTZ & CO., 226 West Lemon Street STORAGE WAREHOUSE

General Merchandise Distribution Pool Car Shipments

Pool Car Shipments

HOUSEHOLD GOODS STORAGE
Local and Long Distance Hauling—Direct Railroad Siding—Both
Pennsylvania R. R. and Philadelphia & Reading
CORRESPONDENCE SOLICITED

LANCASTER, PA.

# KEYSTONE STORAGE COMPANY

STORAGE—DISTRIBUTORS—FORWARDERS Merchandise and Household Goods

MOTOR SERVICE MANUFACTURERS' DISTRIBUTORS Siding on P. R. R. and P. & R.

LANCASTER, PA.

# Lancaster Storage Co.

Lancaster, Pa.

Merchandise Storage, Household Goods, Transferring, Forwarding

Manufacturer's Distributors, Carload Distribution Local and Long Distance Moving Railroad Sidings

NORRISTOWN, PA.

Fireproof Storage

# JAMES McGINNIS CO.

201 E. La Fayette St.

Complete Warehouse Service—Moving, Packing, Shipping of Household Goods and Merchandise. Also serving—Consho-hocken, Pottstown, Phoenixville, Lansdale, Collegeville, Pa. Send bill of lading to us.

OIL CITY, PA.

# CARNAHAN

TRANSFER & STORAGE COMPANY

R. C. LAY, Proprietor

Piano Moving a Specialty Distributing and Forwarding Agents; Packing Fireproof Warehouse

PHILADELPHIA, PA.

Proprietary Medicine Warehouse

A Specialized Service, Devoted to Medicines and Toilet Goods

Twenty years experience in handling and merchandising of Proprietary Medicines and Toilet Goods assures you of the particular service these products require. Specially selected assistants provide for proper handling in every detail. This exclusive service is now being used by some of the largest manufacturers in the country.

What are vour recutrements? I can help solve your distribution problems.

WILBUR H. CROSS, 38 So. Third St., Philadelphia, Pa.

# PHILADELPHIA, PA.

# **FIDELITY**

# Storage & Warehouse Company

Special attention given to shipments from other warehouses.

Charges collected and remitted promptly.

1809-11-13 Market St., Phila., Pa.

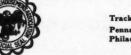
#### PHILADELPHIA, PA.

ESTABLISHED 1855

# Godley's Storage Warehouses

714 S. Swanson Street (Cor. Kenilworth St.)
Philadelphia, Pa.

STORAGE FOR FREE AND U. S. CUSTOMS
BONDED MERCHANDISE



Track connections

Pennsylvania Railroad

Philadelphia & Reading Railroad

#### PHILADELPHIA, PA.

HARVEY J. LUTZ

MILTON A. HILDENBRAND

# HILDENBRAND BROS.

STORAGE, PACKING, MOVING Broad and Cumberland Streets, Philadelphia, Pa.

Large fleet of Packard motor vans.

# PHILADELPHIA, PA.

# MILLER NORTH BROAD STORAGE COMPANY

MOVING, STORAGE, PACKING, SHIPPING
Four large convenient Warehouses. Fleet of
thirty large and small motor trucks. Storage space for household goods,
merchandise and automobiles. Private Siding Penna, R. R. (Angora Station). Distribution of Pool Car
Shipments.

Main Office: BROAD ABOVE LEHIGH AVENUE PHILADELPHIA, PENNSYLVANIA

Members: N. F. W. A. and A. W. A.

#### The Men Who Distribute

# Winchester Arms and Ammunition

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

#### PHILADELPHIA, PA.

# POOL CAR DISTRIBUTION

Railroad Sidings Motor Truck Delivery Freight Bills Audited

# Mutual

# Transportation Co., Inc.

Main Office: 121-123 N. Front St.

WE SOLICIT YOUR INQUIRIES ON

L. C. L.—S. C. AND P. C. SHIPMENTS

STORE DOOR DELIVERIES

# PHILADELPHIA, PA.

# Mr. Warehouseman

If you are interested in a big money-making side line which you can develop in your spare



LEHIGH AT 21ST ST. PHONE

time, let us know. We have a real money-maker for you.

#### PHILADELPHIA, PA.

# Philadelphia

1004-1026 Spring Garden Street

Manufacturing Distributors

Philadelphia, Germantown, Chestnut Hill,
Camden, N. J., Frankford

24

PHILADELPHIA, PA.

# STORING — PACKING — DISTRIBUTING

9 Warehouses Sea and Rail

Trackage Facilities for 43 Cars

Acres of Floor Space Phila. & Reading R. R. Penna. R. R.



LOCATION-On river front-Heart of jobbing district-Adjacent to navigation lines-Surrounding streets, wide and well paved, eliminate vehicular congestion.

EQUIPMENT—Thoroughly modern—Low insurance—High speed elevators—Ample delivery platforms—Fleet of motor

FACILITIES—Direct track connection with Penn. R. R. and Phila. and Reading permitting daily ferry or trap car service. No cartage expense on L. C. L. shipments—Warehouse receipts, considered desirable collateral, available

PERSONNEL—Trained to intelligently handle all merchandise.

# TERMINAL WAREHOUSE COMPANY

DELAWARE AVE. & FAIRMOUNT

Members-A. W. A., Distribution Service, Inc., N. F. W. A., Pa. F. W. A.

PHILADELPHIA, PA.

Established 1903



MANUFACTURERS' DISTRIBUTORS

Direct delivery service throughout Philadelphia and Camden :: :: Correspondence solicited

> Address Office—5th and Byron Streets CAMDEN, N. J.

PITTSBURGH, PA.

# BELMA

MOVING & STORAGE CO.

MAIN OFFICE AND WAREHOUSE

739-741-743 Penn Ave.

Wilkinsburg, Pa.

**Branch Office and Warehouse** 

Homewood Ave. and P. R. R., Pittsburgh, Pa. Member National Furniture Warehousemen's Association Member Pennsylvania Furniture Warehousemen's Association Your patronage solicited and reciprocated.

PHILADELPHIA, PA.

Household Effects



Fireproof Warehouse

"A Service as Good as Its Reputation"

20th CENTURY STORAGE WAREHOUSE CO.

3120 MARKET STREET

(Member-N. F. W. A. and P. F. W. A.)

PITTSBURGH, PA. [

IN **PITTSBURGH** 

# **BLANCK'S**

TRANSFER & STORAGE CO.

**SINCE 1880** 

MOVING—PACKING—STORAGE BAGGAGE AND FREIGHT DELIVERY

FIREPROOF WAREHOUSE

REAL SERVICE

#### PITTSBURGH, PA. I

# Duquesne's Offer: Certain Satisfaction



To the firm selling to wholesalers and retailers we offer quick distribution to two million consumers. Large consignments reach us at carload rates and are reshipped L. C. L. without need for or expense of trucking. One hundred cars is our track capacity; eight five-ton elevators and a careful, experienced crew of handlers assure despatch and safety.

Duquesne Warehouse Co. Pittsburg, Pa.

H. A. Bietendeufel, Superintendent.

### PITTSBURGH, PA.

# HASLEY BROTHERS

TRANSFER AND STORAGE 939 So. Canal St., N. S.

MOVERS, PACKERS, SHIPPERS OF HOUSEHOLD GOODS FIRE PROTECTED STORAGE—MEMBERS A. W. A.

#### PITTSBURGH, PA.

# SERVICE TO THE CORRESPONDENT



CONSISTS in giving the correspondence of those we represent prompt acknowledgment, safeguarding their interests, mailing checks in settlement of accounts, and furnishing final reports of transactions.

THIS service also includes an element of importance:—the handling of shipments upon arrival in a manner conducive to joint customer's approval, whose future business we are always eager to secure.

Ship via Pennsylvania to East Liberty Station (Pittsburgh, Pa.)

Established 1889

HAUGH & KEENAN STORAGE AND TRANSFER CO. CENTRE AND EUCLID AVENUES

The Men Who Distribute

# Simmons Beds

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

#### PITTSBURGH, PA.

# Hubert Transfer and Storage Co.

FORMERLY

J. O'NEIL TRANSFER AND STORAGE N. S. PITTSBURGH, PENNA.

Furniture and Piano Moving a Specialty General Hauling

NEW FIREPROOF STORAGE HOUSE

Separate Rooms

## PITTSBURGH, PA.

# MURDOCH

STORAGE & TRANSFER COMPANY

General Office and Warehouses

546 NEVILLE STREET PITTSBURGH, PA.

Branch Warehouse, Wilkinsburg, Pa.

Murdoch Means Service

#### PITTSBURGH, PA.

Established 1910

## PITTSBURGH DISTRIBUTING CO.

CAR-LOAD MERCHANDISE DISTRIBUTED AND RESHIPPED PITTSBURGH, PA.

601 Empire Building

Tel. 1574 Smithfield

#### PITTSBURGH, PA.

# **SHANAHAN**

Transfer and Storage Co.

Consign Pittsburgh Shipments All Fireproof Warehouses

5th Ave. at McKee Place 7535 Penn Avenue

Established 1865

# READING, PA.

# Columbian Warehouse Company

Storage, New Merchandise Exclusively.

Modern Building, Lowest Insurance Rates.
S. W. Cor. 5th & Laurel Sts.

### SCRANTON, PA.

Established 1894.
"He Profits Most Who Serves Best" (Rotary)

# The Quackenbush Warehouse Co.

Incorporated
Storing, Packing, Carting.
Shipping. R.R. Siding. Manufacturers' Distributors. Scranton, Pa. Correspondence Solicited

Members A. W. A. and A. C. W. Storage in transit privilege accorded.

#### SCRANTON, PA.



# WILKES-BARRE, PA.

#### WILKES-BARRE WAREHOUSING CO.

General Storage and Distribution

Prompt and Efficient Service Milling-in-Transit and Pool Cars

19-35 New Bennett St.

Wilkes-Barre, Pa.

#### WILKES-BARRE, PA.

"Same Day Service"

# MERCHANTS WAREHOUSING **COMPANY**

# Wilkes-Barre, Penna.

Warehousing, Transferring and Forwarding.
Fireproof Warehouses and Competent Staff.
Merchandise Storage and Pool cars checked.
Located in the Hub of the wholesale district.
Trackage facilities for 10 cars on L. V. and C. R. R. of
N. J. sidings.
Directly opposite Pennsylvania, Lehigh Valley, C. R. R. of
N. J., D. & H. freight stations.
Manufacturers' Distributors with facilities to handle large consignments.

Offices: 150-156 E. Northampton Street

# WILLIAMSPORT, PA.

# Williamsport, Pennsylvania



New reinforced concrete structure just completedfireproof thruout. Low rate of insurance. Penna, R. R. Siding. Short Haul to Penna. R. R., New York Central and Reading Freight Stations.

Williamsport Storage Co., Inc.

### PROVIDENCE, R. I.

# TERMINAL WAREHOUSE CO. OF RHODE ISLAND, Inc.

Allen Avenue, Foot of Oxford Street on Providence River PROVIDENCE, RHODE ISLAND, U. S A.

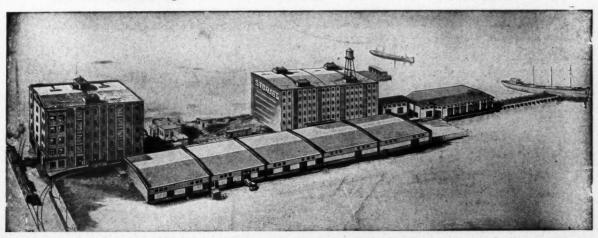
The most modern Storage Warehouses in New England, with side track capacity for 75 cars—Also several acres of yard storage

Our Location center of the Manufacturing Industries of New England. Deliveries either by Rail or Motor Trucks from our location to most any point in New England. Lowest Insurance Rates. Direct Track Connection N. Y., N. H. & H. R. R. Shipping Directions, South Providence, Rhode Island. Good Depth of Water. Weighing, Sampling and Shipping by Experts permanently employed.

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WM. A. MILLSPAUGH Secretary

H. E. LEAVER Superintendent



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JAMES LE ROY FOSTER, Pres.

WALDEN WYMAN, Mg.

Rhode Island's Only Pireproof Warehouse

BROADWAY STORAGE CO.

Packing and Merchandies Distributors

Merrill & Federal Streets.

Providence, R. I.

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

STORAGE WAREHOUSES Household Furniture and Pianos Packing, Crating and Shipping. 62 to 70 Dudley Street.

CHARLESTON, S. C.

CHARLESTON

Warehouse & Forwarding Co.

Merchandise Storage and Distribution of Pool Cars. Private Tracks, Motor Truck Service.

GREENVILLE, S. C.

GREENVILLE, S. C.

Storage, Distributing, Moving, Service that satisfies

SMITH DRAY LINE

ABERDEEN, S. D.

Where the West Was

### ABERDEEN STORAGE COMPANY

Storage and Distribution of Merchandise and Household Goods

Pool Cars Promptly Handled

C. M. & St. P. Trackage

Trucks and Teams

SIOUX FALLS, S. D.

### STRAHON TRANSFER & STORAGE CO.

General Warehousing
Distribution Private Trackage
Pool Cars a Specialty
Bonded Warehouse
35,000 sq. ft.
Motor Truck and Team Service



WATERTOWN, S. D.

FIREPROOF

BONDED

DAKOTA WAREHOUSE CO.

Merchandise Storage and Distribution

Pool cars solicited

Private Siding

Motor Trucks

CHATTANOOGA, TENN. [

CHATTANOOGA

Warehouse & Cold Storage Company

Chattanooga Tennessee

MEMBERS: A. W. A. and AMERICAN CHAIN
Cold and General Storage
GENERAL MERCHANDISE AND HOUSEHOLD GOODS
PACKING AND SHIPPING
Special Attention Given to Pool Car Distribution.

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# THE CHATTANOOGA TRANSFER & STORAGE CO.

Fireproof Warehouse

Furniture

Merchandise

Packed Stored Shipped

**Heavy Hauling** 

Motor and Horse Drawn Equipment

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TRANSFER & STORAGE COMPANY, Inc.

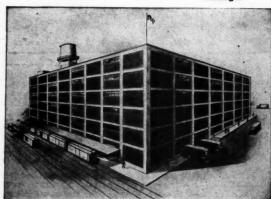
Distributors and forwarders of pool cars

**MOVING, PACKING, STORAGE** 

Sprinkler system warehouse. Lowest insurance rates,

KNOXVILLE, TENN. [

D. R. BENEDICT Manager



### Knoxville Fireproof Storage Company 612 E. Depot Street

Knoxville, Tennessee

Only Fireproof Warehouse in Knoxville

New Building, 135,000 square feet, on Southern Railway tracks. Equipped with Automatic Sprinkler.

Insurance at 12c. per \$100.00 Household goods shipments solicited. Prompt remittances made.

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PROMPT AND EFFICIENT SERVICE

KNOXVILLE, TENN.

C. C. SULLINS, Sales Agent

Warehousing, Distributing and Selling POOL CARS A SPECIALTY

KNOXVILLE, TENNESSEE

Branch at 514 Scott Street, Bristol, Tenn.

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# MEMPHIS, TENN.

The South's most centrally located Distributing Center

The Home of the World's Largest Cotton Warehouses—operating departments for the

STORAGE

of

General Merchandise Automobiles and

# POOL CAR DISTRIBUTION

Lowest Rates—Insurance

Facts Concerning Our Warehouses:

200 Acres Concrete Warehouses.

All on ground floor.

Automatically sprinkled.

Finest fire alarm system.

Privately policed.

Ten miles standard railroad.

Served by ten railroads.

Miss. Warrior Barge Line.

Trackage facilities, 500 cars.

Our own Fleet Motor Trucks.

An Organization of Experienced Operatives, Permitting Unexcelled Service at All Times.

Information Gladly Furnished.

**Memphis Terminal Corporation** General Offices: 15th Floor, Central Bank Bldg.

Member: American Warehousemen's Ass'n

MEMPHIS, TENN.

# Patterson Transfer Company

Established 1856. Sprinkler System. Lowest Insurance Rate in the City. Merchandise Storage and Distribution. Pool Cars Distributed.

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G. S. POSTON, Pres. J. H. POSTON, Vice-Pres.
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# JOHN H. POSTON STORAGE WAREHOUSES INCORPORATED

671 to 679 South Main St., on Illinois Central Railroad Tracks

CAPACITY 1000 CARS

Free Delivery from All Railroads on Car Lots

Insurance Rate 25-100 of One Per Cent or \$2.50 Per \$1000.00 Per Annum.

No Charge for Switching To All Railroads on Car Lots for Competitive Points and Illinois Central Railroad Local Stations.

DISTRIBUTION A SPECIALTY MEMPHIS, TENN.

MEMPHIS, TENN.

YOU ARE LOOKING FOR A Warehouse That Believes in "SERVICE FIRST" Then Get in Touch Today With

ROSE WAREHOUSE COMPANY, Memphis, Tenn.

LIGHT, CLEAN STORAGE LOW RATE OF INSURANCE FREE SWITCHING SERVICE IN THE HEART OF THE FREIGHT TERMINAL AND JOBBING DISTRICT.

NASHVILLE, TENN.

# **NASHVILLE**

Central shipping point for all parts of Tennessee, Southern Kentucky, Northern Alabama, Mississippi and Georgia.

Reshipping and city deliveries from pool cars or warehouse stock. Free switching from all roads. Low insurance. Expert men will attend to your business promptly and carefully. Will be glad to refer you to many large and well known companies we are now serving.

# E.M. Bond Fireproof Storage Co.

Members of American Warehousemen's Association, National Furniture Warehousemen's Association and Southern Warehousemen's Association.

DALLAS, TEXAS

# The \$5,000,000 Santa Fe Terminal

# Building of Dallas, Texas

Located in the Heart of the City

Babson says:

"The time will come when Texas will have the largest population of any State in the country. Wise are the Northern manufacturers and jobbers who are now laying their plans with this future in view."

Your requirements for the Southwest can be fulfilled in any of its four units.

Nineteen story modern model finish office building and adjoining, ten story wholesale display rooms equipped for carrying small stocks.

UNIT 2

BONDED PUBLIC Warehouse occupied by The Dallas Transfer Company. General warehousing, distribution and pool car service. Member American Warehousemen's Association and American Chain of Warehouses. Approximately 275,000 square feet.

UNIT 3

Cold Storage warehouse for perishable products-1,500,000 cubic feet capacity-Occupied by the Southern Ice and Utilities Co.

UNIT 4

To be occupied by National Distributors. All Units connected with five submerged railroad tracks through underground tube entirely out of the way of surface operations and interferences.

Office Building and Showroom Unit Completed Jan. 1st, 1925. Cold Storage Unit completed Sept. 1st, 1924. Bonded Storage Warehouse Unit completed July 1st, 1924.



WEST ELEVATION; FOUR COMPLETE UNITS OF THE SANTA FE BUILDING

924

EL PASO, TEXAS

# R. L. Daniel Storage Co.

Box 487, 1706 Texas, 2813 Durazno Sts.

Our hobby is the crating, packing, shipping and storing of household goods. Consign your goods to us for proper attention. Member, National Furniture Warehousemen's Assn.

EL PASO, TEXAS

El Paso Fireproof Storage Co., Inc. ESTABLISHED 1911

STORAGE and DISTRIBUTION

Merchandise and Household Goods
Our Warehouse is in the Center of the Jobbing and Business District
"Service Guaranteed"
Two Blocks East of Post Office
Campbell and Mills Sts. El Paso, Texas
Members of the National Furniture Warehousemen's Association

EL PASO, TEX.

STORAGE

DRAYAGE

PACKING

DISTRIBUTION

Merchandise and Household Goods

INTERNATIONAL WAREHOUSE CO.

INC., \$200,000 FIREPROOF—BONDED

Members: N. F. W. A .- Tex. W. & T. Ass'n

FORT WORTH, TEXAS

# In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Rail-roads—in Fort Worth, Binyon-O'Keefe is best pre-pared to serve you.



INYON-OKEEFE Fireproof Ostorage Co.

Fort Worth

Associated with Distribution Service, Inc.



GALVESTON, TEXAS

AMERICAN WAREHOUSE COMPANY

Merchandise Warehousing Pool Car Distribution

The KEY to the GREAT SOUTHWESTERN MARKET

Eastern Freight Agent, Foot of Conover St., Brooklyn, N. Y. Tel. Henry 3385

GALVESTON, TEXAS

The WILEY & NICHOLLS CO.

GALVESTON, TEXAS

TRANSFER AND FIRE-PROOF WAREHOUSES

Pool Car Distributors

Forwarders

HOUSTON, TEXAS

# STORAGE AND MOVING CO., Inc.



Right in the Center of Houston

Ideal for the DISTRIBUTION of MERCHANDISE and HOUSEHOLD **GOODS** 

"It's Fireproof" Houston, Texas

Edw. T. Keough, Gen. Mgr.

HOUSTON, TEXAS

DO YOU WANT MONEY ON YOUR GOODS?

# **Commercial Warehouse**

"handlers no-related goods"

is bonded by State of Texas and is in position to issue NEGOTI-ABLE WAREHOUSE RECEIPTS that will enable owner to borrow money from any bank; on merchandise deposited here. There's no charge made for this

And remember depositor receives our personal attention, SERVICE SUPERIOR with his interest looked after at all times.

These services cost no more than ordinary warehousing, why stock elsewhere?

D. S. CAGE COMPANY

Lessees Commercial Warehouse HOUSTON, TEXAS

HOUSTON, TEXAS |

ONE OF SOUTHWEST'S LARGEST MODERN FIREPROOF BONDED WAREHOUSES

Facilities for handling all kinds of Merchandise with accuracy and promptness.

IATIONAL Warehouse and Distributing Co.

KOPPEL AND WASCHER, Propr's P. O. Box 1754

Warehouses contain 72,500 sq. ft. space. Brick construction. Sprinkler system assures you a lower rate of insurance.

HOUSTON, TEXAS

# TRANSFER & STORAGE CO.

Binyon O'Keefe Fireproof Storage Co.



Pool Cars Distributed

MERCHANDISE STORAGE FIREPROOF WAREHOUSE

ICE THAT COUNTS

HOUSTON, TEXAS [

# IN **HOUSTON**

# **WESTHEIMER'S**

FOR HOUSEHOLD GOODS AND MERCANTILE STORAGE DISTRIBUTON

FIREPROOF WAREHOUSES RAIL FACILITIES—20 CARS ELECTRIC CRANE YARD STORAGE

Investment—\$300,000.00

References

Dun or Bradstreet Agency All Local Banks And Best of All Forty Years in Houston

WESTHEIMER WAREHOUSE COMPANY HOUSTON, TEXAS

SAN ANTONIO, TEXAS



general Warehousing and Distribution

CAPACITY 1,250,000 CU. FT.

SECURITY Member four leading associations/

TEXARKANA, TEXAS

HUNTER TRANSFER CO.

TEXARKANA, ARK.

Established 1882 DISTRIBUTOR OF

POOL CARS TRUCKING

STORAGE

MOVING

TYLER, TEXAS

Tyler Warehouse and Storage Company Bonded under the Laws of Texas

General Storage and Distribution from the Center of East Texas. Specializing in Pool Cars Merchandise.

SAN ANTONIO, TEXAS

Bell's Storage



Distributing Co.

Duval near Austin Street, San Antonio, Texas General Merchandise Distribution in all branches

Direct Southern Pacific siding

Carload, less carload, pool car and forwarding Automobile delivery

VICTORIA, TEXAS

GULF COAST

DISTRIBUTION & WAREHOUSING

A PERSONAL INTEREST SERVICE Warehouses at Victoria, Cuero, and Shiner, Texas. Victoria Compress & Whse. Co. VICTORIA TEXAS

SALT LAKE CITY, UTAH |

Merchandise Storage and Distribution

Over 1,000,000 Cubic Feet Re-enforced Concrete, Sprinklered Space

Insurance Rate Only 18 Cents

Jennings-Cornwall Warehouse Co.

SAN ANTONIO, TEXAS

-Southwest Texas and Mexico MERCHANTS TRANSFER COMPANY

BANKERS of MERCHANDISE Warehousing and Distribution

Household Goods-General Storage-Pool Cars Branch House Facilities-Bonded

WHITE RIVER JUNCTION, VT.

VERMONT WAREHOUSE CO., Inc.

Storage and Distributing White River Junction, Vt.

Government License for Wool 4-65.

Best Distributing Point in Northern New England. Negotiable Receipts issued. Dead storage for Automobiles.

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MUEGGE-JENULL WAREHOUSE CO.

Distributing Storage **Forwarding** Give us a chance to demonstrate our service. Reference Any Bank in San Antonio. Bonded, Fireproof, Reliable, Dependable Service. NORFOLK, VA.

BELL STORAGE WAREHOUSE CORP.

Monticello Ave., 22nd St., N. & W. R. R.

Merchandise and Household Goods Pool Car Distribution

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# SOUTHERN

Distributors-Fireproof Storage

RICHMOND, VA

# Virginia Bonded Warehouse Corporation

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Distribution and Forwarding of General Merchandise Only Largest Warehouses in South Southern R. R. Siding 175,000 sq. ft. Insurance Rate 25c. per \$100 per year Members American Warehousemens Association

SEATTLE, WASH. |

# FIREPROOF STORAGE

SEATTLE, WASH.

PORTLAND, ORE. Sixteenth and Sandy Blvd.

SEATTLE, WASH.

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Established 1889 Incorporated 1904 Free & Bonded

Warehouses

Seattle, Wash.

ENERAL MERCHANDISE STORAGE MACHINERY STORAGE

HOUSEHOLD GOODS STORAGE POOL CAR DISTRIBUTIONS

> OPERATING 30 TEAMS, 24 AUTOS SERVICE OUR MOTTO

> > The Men Who Distribute

# Climalene

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SEATTLE, WASH.

# FALES WAREHOUSE

1018-1020 Fourth Ave. South

General Storage—Distribution— Household Goods

We own our own property-investment \$150,000.00-75,000 square feet floor space-28c insurance ratetrackage-central business location-Class A warehouse-Good offices for brokers-complete and responsible service including drayage at MODERATE RATES.

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# PORT OF SEATTLE

**OPERATES** 

THE FINEST WATERSIDE WAREHOUSES ON THE PACIFIC COAST



View of Four Story Concrete Waterside Warehouse at the Stacy St. Terminal

WHERE RAIL and WATER MEET.

General storage for all classes of merchandise. Cold storage for all classes of perishable cargo.

For Rates and full information Write Traffic Dept.—Port of Seattle, Seattle, Washington.

SEATTLE, WASH.

L. X. Coder, Pres R. R. Mitchell, Sec'y.

# GYSTEM DELIVERY CO.

**Pool Car Distributors** 

Merchandise Storage Fireproof Warehouse

"For Service—Ship to System"

SEATTLE, WASH.

Member National Delivery Assn.

# SEATTLE, WASH.

# TAYLOR Transfer and



# **EDWARDS**

Storage Co.

Members

American Warehousemen's Asso. Central Warehousemen's Club

# Merchandise Distributors



DISTRIBUTION CARS
Delivered, Forwarded or Stored
No Switching cg. on Carloads
FIREPROOF STORAGE
POOL CARS
Furniture Packed, Shipped or
Stored
Established 1905
LOW INSURANCE
SEATTLE, WASHINGTON



SEATTLE, WASH.

# UNITED WAREHOUSE CO. SEATTLE, WASH.

Established 1895 Incorporated 1900

GENERAL STORAGE AND DISTRIBUTING
U. S. CUSTOMS BONDED STORAGE
RAIL CONNECTION WITH ALL ROADS

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# CATER TRANSFER & STORAGE CO.

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Merchandise of all classes, Household Goods, Pianos and Automobiles, Warehoused and Distributed thru the most accessible and centrally situated warehouse in Spokane. Located on Northern Pacific Tracks.

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# WE OWN BOTH WAREHOUSES

Established 22 years in Tacoma—and know how to handle your requirements

Storage (bonded and free) Merchandise and H. H. Goods

Storage (bonded and free) Merchandise and H. H. Goods
Moving and Packing by Experts C. L. & L. C. L. Distribution
Collections Remitted Promptly We Solicit Your Business
CORNER PACIFIC AVE. AND 19th.

The Men Who Distribute

# Aunt Jemima Pancake Flour

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

### TACOMA, WASH.

# Service

Pacific Storage & Transfer Co.

Warehousemen

Merchandise and Furniture

Distributors and Forwarders Ship Your Pool Cars to Us.



Our Motto Is Service

Tacoma, Wash.



YAKIMA, WASH.

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DISTRIBUTORS and FORWARDERS, PACKERS, SHIPPERS and MOVERS

TRANSFER—STORAGE-WAREHOUSING

Motor Trucks and Team Equipment for All and Every Kind of Hauling.

SHIP IN OUR CARE and let us be "At your service with best of service."

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AUTOMOBILE AND TRUCK STORAGE

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Distribution & Warehousing

Five Warehouses—Motor Truck Service.

Direct Railway Siding—connecting with NYC, C&O,

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Members: A. W. A.-N. F. W. A.-A. C. W.

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# HANSEN STORAGE COMPANY

Capital \$1,000,000.00

MILWAUKEE, WISCONSIN

WE CAN SOLVE YOUR PROBLEMS IN STORAGE AND DISTRIBUTION OF MERCHANDISE

15 WAREHOUSES—50-CAR SIDE TRACK 850-FOOT DOCK

MEMBER—AMERICAN CHAIN OF WAREHOUSES, AMERICAN WAREHOUSEMEN'S ASSOCIATION, CENTRAL WAREHOUSEMEN'S CLUB

MILWAUKEE, WIS. |

## LINCOLN FIREPROOF WAREHOUSE CO.

322-332 Third Street, Milwaukee, Wis.

Direct Trackage into Warehouse. Carlot Distribution. City and Interurban Delivery of Mdse, and Household Goods. We remit upon receipt of bill of lading.

The Men Who Distribute

# Bixby's Blacking

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

MILWAUKEE, WIS. [

# For the Greatest Satisfaction

To both yourselves and your customers consign your Milwaukee shipments to

# **United Fire Proof** Warehouse Co.

392 Prospect Ave., Milwaukee, Wis.



Good service built this new fire proof warehouse.

OSHKOSH, WIS.

# Oshkosh Storage Company

General Storage—Re-Consigning Distributing—Forwarding Prompt and Efficient Service Private Siding—Free Switching

Oshkosh is the Metropolis of the Fox River Valley and the best distributing point in Wisconsin. We solicit your valued shipments which will receive our prompt and careful attention.

Members: American Warehousemen's Association Nat'l Furniture Warehousemen's Ass'n

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Store and Distribute through

The Glasgow Storage & Cartage Co.

(Established 1887)
(In the Heart of the Wholesale District)
LICENSED CUSTOMS BROKERS AND FORWARDERS

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Quickest Delivery—Least Expense Distribute Canadian Consignments Through Hamilton Terminal Warehouses, Ltd. Hamilton, Ontario, where Freight Rates Break

Private Siding, All Railroad Connections

WINNIPEG, CAN. INSURANCE 30 CENTS



HONOLULU, HAWAII

When Shipping Goods to

consign to us and the same will be given our best attention. Modern Concrete Warehouses. Collections promptly remitted. Correspondence solicited.

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# Western Transfer & Storage, Ltd.

Canadian Pacific Ry., Canadan National Rys., E. D. & B. C. Ry., Central Canada Ry., A. & G. W. Ry.

Cartage Distribution Storage

EDMONTON, ALTA., CANADA Members of the Canadian Warehousemen's Association.

The Men Who Distribute

# Porter Screens

Read DISTRIBUTION & WAREHOUSING and consult the Shippers' Index

# Pick Your Consignee

from the companies listed in this section—they are the "live wires" of the field and will handle your shipments promptly and efficiently.

# **Baskets for Moving**



Sizes-4, 6, 8 and 10 Bushel

With or Without Covers

We manufacture a full line of STORAGE HOUSE AND VAN SUPPLIES, TWINE, ROPE, ETC.

Write for Catalogue No. 10

WM. A. IDEN CO.

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PUBLISHED ANNUALLY

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with Provincial and Foreign Sections and Trade Headings in Five Languages

enables traders to communicate direct with

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in London and in the Provincial Towns and Industrial Centres of the United Kingdom and Ireland, the Con-tinent of Europe, America, etc. The book contains over 250,000 names, addresses and other details classified under more than 3,000 trade headings, including

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with detailed particulars of the Goods shipped and the Colonial and Foreign Markets supplied;

#### STEAMSHIP LINES

arranged under the Ports to which they sail, and indicating the approximate Sailings.

One-inch BUSINESS CARDS of Firms desiring to extend their connections, or Trade Cards of

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can be printed at a cost of 8 dollars for each trade heading under which they are inserted. Larger advertisements from 10 to 80 dollars.

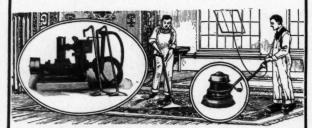
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# THE LONDON DIRECTORY CO., LTD.

25, Abchurch Lane, London, E. C. 4. England. BUSINESS ESTABLISHED IN 1814

X





You cannot put 600 square feet of floor space to a more profitable use than cleaning rugs and carpets. Send for our complete catalog and rug cleaning manual. It will be sent without charge and with full information regarding cost of equipment.

United Vacuum Appliance Corp. Dept. I. Connersville, Ind.

ONNERSVILLE

Rug Cleaning Equipment



# Your New Warehouse

Twenty-nine years of specialization in designing, construction and personal su-pervision of warehouse building.

Some clients have eight units all Kingsley built.

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1452 Broadway 109 No. Dearborn St. New York City Chicago, Ill.

If You Move or Handle Pianos— Acquaint Yourself—by All Means—With The Breen Grand Piano Cover



"The Only One of Its Quality on the Market"

Sena for catalogue on Piano
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make Waterproof Motor
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WM. H. BREEN

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Best for the money

No. Cut Size of Cloth Per Doz.
24 6 ft. x 6 ft. 8 in. \$32.50
26 6 ft. x 6 ft. 13.0.00
28 4 ft. 6 in. x 6 ft. 26.00
30 3 ft. x 6 ft. 18.00
Prices subject to change without notice.

STAR BRAND PADS "STAND-UP"

Because made the "Star-way" of extra-heavy denim, cotton filled, stitched in squares.

WRITE OR WIRE YOUR ORDERS IN TODAY

STAR QUILT MFG. CO.

1851-55 W. Roosevelt Rd., Chicago, Ill.





# It Costs Less To Run On Federals

Did you ever stop to think how much you could save in your truck operating expense if you reduced those costly tire delays and got more mileage from your tires?

Consider what these Federal features are worth in dollars and cents to you:

A broad—semi-flat—non-skid tread that gives sure-footed traction on any kind of road.

Heavily reinforced sidewalls as greater protection against rut and curb wear.

An extra thick—tough and resilient tread rubber that provides much greater wear easier riding and better protection to the truck and load.

Big over-size construction that makes every one of these other features doubly effective.

The Federal Dealer near you will gladly show you why Federals will mean a substantial saving to you in money and time.



# BE CAREFUL!!

To be safe for moving, a pad should be safe for your furniture. "PROTECTO" pad IS.

Prices Furnished on Request.

The pad is stitched in square blocks; this prevents the cotton from bunching.

"Protecto" Wagon Pads are made of Extra Heavy Drill Denim, Layer Cotton Filled.

Write or wire your order today.

CHICAGO QUILT MANUFACTURING CO.

1355-57 Roosevelt Road

Chicago, Illinois

# Excelsior Wrapper Co.

MANUFACTURERS OF

# **EXCELSIOR PACKING PADS** BALED EXCELSIOR WOOD WOOL

CHICAGO OFFICE: 224 W. KINZIE ST.

FACTORIES: Sheboygan, Wis.; Grand Rapids, Mich. Metropolitan District Served by Boston Excelsior Co., 560 W. 29th St., New York City

# **FURNITURE**

Strongly sewed, thickly and evenly padded, covered with durable O. D. canvas. Immediate shipment from stock.

FULTON BAG & COTTON MILLS, Inc.

330 WYTHE AVE. Estab. 1870

BROOKLYN, N. Y.

St. Louis New Orleans



Approved by Underwriters

Details and Prices on Request.

VULCAN RAIL & CONSTRUCTION CO. Grand St. and Garrison Ave., Maspeth, N. Y.



Is All You Sell

Make it perfect. Use Service Steel Rug Racks. Preserve pile of rugs, make each accessible. Conserve space. Promote clean-liness and resist fire liness and resist fire and vermin. Adjust-able shelves. Can be set up by your own men. Add units as business grows. Send sketch of rug room. Our engineer will send layout and mod-erate estimate. Ask today.

SERVICE-STEEL PRODUCTS CO.

140 N. Dearborn Street

Chicago, Ill.

THE advertiser Who gets cold feet now Will be cold all over Two years from now.

-The Credit Monthly



Foremost in Quality, Workmanship and Strength

The Most Economical From Every Standpoint

A. L. REACH TEXTILE COMPANY

19-21-23 West 18th Street, New York, N. Y.



1924



# If you don't find what you want here, your advertisement here will find it for you.

This Broadcaster section serves a real purpose in the industry by affording a central market place for the disposing of equipment no longer needed, and the securing of special apparatus at bargain prices. If you have any equipment for sale or wish to sell your business, this section is the logical place to advertise. All undisplayed advertisements in this section will be accepted at a flat rate of six cents per word for each insertion, minimum billing to be no less than \$1.00 per insertion.

#### INFORMATION

Six cents a word is the rate for all undisplayed advertisements set solid, regular want ad style; all capitals, 9c. a word; all capitals leaded, 12c. a word; minimum charge \$1 an insertion; payable in advance (see next paragraph).

Ten per cent discount if one payment is made in advance for four or more consecutive insertions. Advertisements other than "Positions Wanted" will be billed monthly if run more than four times.

Add five words for address if replies are to come to a box number address at any of our offices. These replies are forwarded each day as received, in new envelopes, at no extra charge.

Refund will be made if all insertions ordered are not needed, the amount refunded being the difference between cost of insertions given and full amount paid.

Telephone orders must be confirmed in writing same day. No allowances can be made for errors of any kind unless prompt notification is sent us.

Displayed advertisements are sold by the inch. Rates will be furnished upon application.

When replying to blind ads be careful to put on your envelope the correct box number and do not enclose original letters of recommendation—send copies.

The right is reserved to refuse any advertisement and also to rewrite and edit copy furnished whenever the publishers consider it advisable to do this.

### THE CLASS JOURNAL COMPANY

239 West 39th St., New York 5 S. Wabash Ave., Chicago

#### FOR SALE

Cleveland Carpet Vacuum Machine; 19½ ft. long; will sacrifice; write for particulars. Isaacson, 462 Fifty-second Street, Brooklyn, N. Y.

#### POSITIONS WANTED

WAREHOUSE EXECUTIVE wishes to associate himself with progressive organization. Has had thorough training in all branches general merchandise warehouse industry. Is capable of taking full charge. Have you a place for him? PW-338, DISTRIBUTION & WAREHOUSING, 5 South Wabash Avenue, Chicago, Ill.

A SUCCESSFUL warehouse executive is looking for a connection with a progressive general merchandise warehouse. Capable of installing modern warehouse system and supervising every department, including traffic. Formerly manager of traffic department of large industrial organization. Opportunity to acquire financial interest later preferred. PW-339, DISTRIBUTION & WAREHOUSING, 5 South Wabash Avenue, Chicago, Ill.

Nature dislikes junk piles. If you have any "junk" in your plant let Broadcaster Service turn it into cash.

Whether you want to buy or sell Broadcaster ads will do it well.



and-please be careful with my Piano!"

You Have Motor Vans for Modern Methods—Now Bring Your Handling Equipment Up-to-Date





# THE NEW SELPO SELF-LIFTING (5 Styles) "Always with the Van"

\*The Selpo takes little space when folded and may always be carried with the truck. In two parts, Powerful lifting lever with twice the leverage of old style. Made of spring steel and hard maple,



# THE BUCKEYE SILL COMBINATION

Two men handle a piano on the level with The Buckeye Sill and no more than three are required on the stairs. Handles uprights, Grands and Baby Grands equally as well. Put the Tray with the antiques and do business with The Buckeye Sill.

# The Model Pictured \$39.00

Write for our illustrated folder showing our complete line of Piano Moving equipment. Covers, Hoists, etc.

Self-Lifting Piano Truck Co. Findlay, Ohio

# INDEX TO GENERAL ADVERTISERS

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

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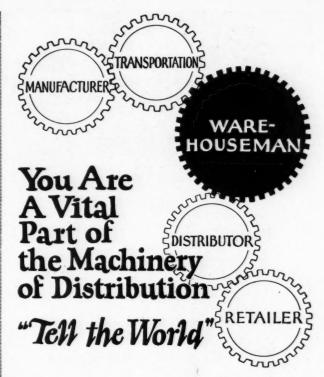
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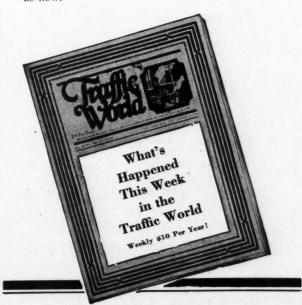
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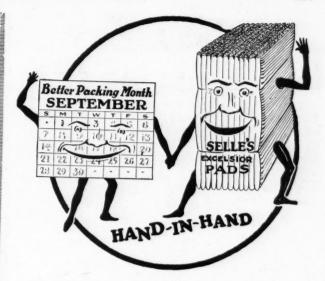
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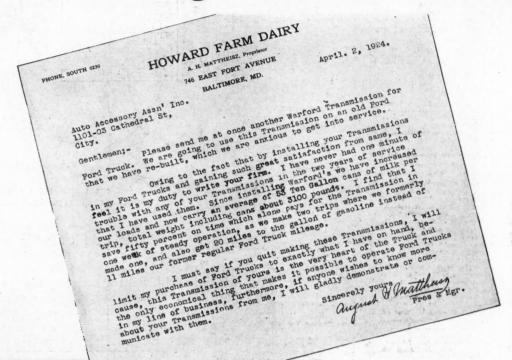
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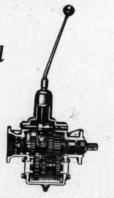
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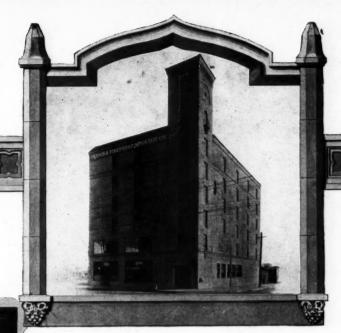
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The standard of construction, the counterbalanced, vertical operation, the exclusive Truckable feature, the simple operation and many other features of PEELLE Doors are fully described in the PEELLE Catalog. We will be pleased to send you a copy or have a PEELLE representative call on you, without obligation.

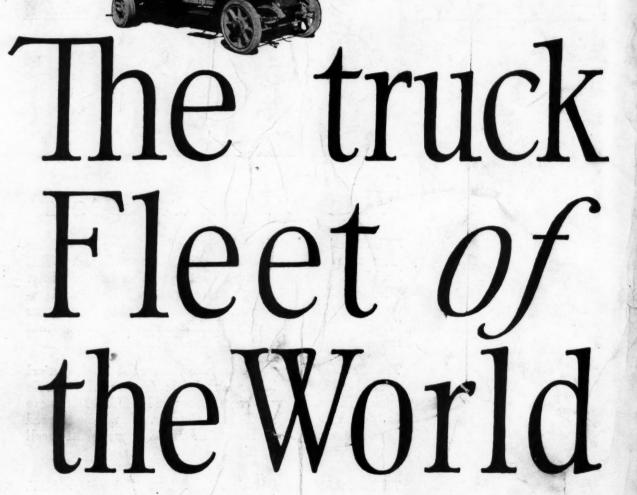
THE PEELLE COMPANY . . . . . . Brooklyn, N. Y. Boston · Chicago · Cleveland · Philadelphia · and 12 other cities

# PEELLE Freight DOORS

Counterbalanced-Truckable



REPUBLIC HAS MORE TRUCKS IN USE THAN ANY OTHER EXCLUSIVE TRUCK BUILDER



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